

<p>PICK UP A CARD!</p>		<p>You get a big gift from a donor after taking a meeting with them and listening to their pains and gains. Move forward three places</p>		<p>You manage to persuade your boss to expand the research team. Move forward two spaces</p>		
<p>Your boss insists your existing research methods are good enough, go back to start</p>	<div data-bbox="1256 432 1727 759" data-label="Text"> <p>CARDS GO HERE!</p> </div>				<p>Someone's not given the participants consent forms, move back two spaces</p>	
<p>You realise, no one has been trained how to do insight research properly. Move back 2 spaces</p>	<div data-bbox="710 655 983 932" data-label="Text"> <p>START</p> </div>					<p>PICK UP A CARD!</p>
	<p>Your rebrand is a huge success! Move forward two spaces</p>		<div data-bbox="1256 932 1529 1208" data-label="Image"> </div>			<p>Your insight discovers some great new case studies, move forward two spaces</p>
<p>Finance is making cuts. Your marketing team takes most of the damage. Miss a go</p>		<p>PICK UP A CARD!</p>		<p>PICK UP A CARD!</p>		

<p>Your new campaign lands great with your supporters. Move forward three spaces.</p>	<p>Your boss hands you a list of people to interview. It's identical to the last list and he's not budging. Move back 5 spaces.</p>	<p>You successfully showed how your supporter base is changing and earned yourself a bonus. Move forward 5 spaces</p>	<p>Philanthropy does more talking than listening during a donor fundraising event. Move back 2 spaces.</p>	<p>"We never hear from people who disagree with us" Says your colleague during a research planning meeting. Move back two spaces.</p>	<p>Congratulations! Your team have been trained to do insight research interviews. This makes your job 100x easier. Move forward 3 spaces.</p>
<p>The annual reports have come in. You've had fewer costly new product failures. Woo! Move forward two spaces.</p>	<p>Your Individual Giving campaign outperforms all targets. All down to your hard work in insight. Move forward 3 spaces</p>	<p>The CEO's daughter suggests using MySpace as a main social media channel. Move back one space.</p>	<p>You have no time to test your DRTV advert before it goes out. Move back 5 spaces.</p>	<p>You "recorded" an insight research interview but the microphones weren't switched on properly so you can't hear the responses. Go back to nearest empty square.</p>	<p>Your boss has chosen you to attend an industry conference. A great networking opportunity. Move forward three spaces</p>

Counters



INSTRUCTIONS

1. Cut out cards and counters. Shuffle the cards and place them on the designated space on the board.
2. Place all the counters on the start box.
3. To begin the game, roll a dice (or use a dice roll app), and the team's newest member starts. Then go around the table
4. The first person to reach OM in the last square wins.
5. As soon as a player crosses the last square they have reached the end, no matter if the number on the dice is higher than the number of squares left