

Reuben Feels  
**PLAY LAB**

Harnessing the power of  
purposeful play.



# Reuben Feels **PLAY LAB**

Working to your objectives, we create bespoke workshops that use the power of play to help you build culture, disrupt traditional thinking and drive innovation.

In the **PLAY LAB** you learn through doing.

Play takes us out of our stress system. It makes us present and alive to the moment. We approach uncertainty with curiosity rather than fear. It connects us- with our authentic selves, to our purpose, to each other.





# ABOUT US

Immersive experience designers with a background in positive psychology, corporate training and performance.

We've worked with commercial clients for the last 12 years, getting audiences, clients and teams playing in our award winning work.

We've brought to life the LEGO® Superpower Academy, developed training programmes for Symantec with the FBI's Cyber Crimes Unit, and helped BBC Worldwide galvanise their creativity.

# THE POWER OF PLAY

## PLAY MOTIVATES

Play reduces stress hormones (cortisol and testosterone) and produces pleasure hormones (serotonin, oxytocin and dopamine). Reducing stress is crucial to increasing productivity and lowering employee churn.

## PLAY INNOVATES

Play inspires curiosity, stimulating exploratory rather than exploitative cognition. Play based thinking is the only way to innovate.

## PLAY BONDS

Play is a developmental tool that secures social bonds. Playful teams ensure better group cohesion.





# WHAT IS PLAY ?

Think of play as a state of mind rather than an activity. We are present in the here and now, in flow. Activating the play state changes neuro circuitry, it creates an explorative, curious, joyful response to stimulus.

We all have the ability to play because we were all children - the masters of play.

Our training leads to a more playful approach to life and work, helping individuals and organisations to be more connected, more engaged with their purpose, and more innovative.

# HOW WE WORK

## CONSULTANCY

During a period of consultancy we work with you to identify key areas of focus, defining a set of measurable results.

## DESIGN

We then curate a series of workshops, bespoke to the needs of your organisation and the teams within it.

## EXECUTION

The workshops roll out over a set period of time that allows for integration of learning and building of themes.

## FOLLOW UP

At the end of the programme we'll provide detailed analysis of the outcomes.



# IDEATION SESSIONS

Groups build models to explore a specific idea or challenge.

For Middle Management to C-Suite.

Half day sessions.



Engaging the hands while thinking, using objects as metaphor, unlocks hidden thinking within your organisation, capitalising on the hand-brain connection.

Each member of the team builds a model to represent their thinking on the specific challenge. They then discuss, and eventually combine, the models to create an interrogated, lateral solution to the problem.

Engagement through model making means all voices are heard and novel thinking is explored. This is about bottom up team innovation.

# NURTURING CULTURE SERIES

Exploring science backed theory through exercises that nurture a playful, present state.

For Middle Management to C-Suite.

A series of half day workshops  
- minimum of 3.



Play creates an environment of whole hearted engagement. We work from here to connect individuals to their joy and purpose - we call this activating the individual. We build this out to galvanise teams through a collective sense of connection and shared purpose.

We use the fundamental tools of body, breath, voice and story in team exercises. This work is never performative, the opposite, it's an invitation for exploration.

This space encourages diversity and inclusion- play is non hierarchical and universal.

Ask us for our rate card



# OFFSITES AND RETREATS

Experience design that puts people consistently in their play state to optimize face to face time.

For Middle Management to C-Suite.

Experiences from 2-5 days.



A programme of play led sessions use game and metaphor to explore your key initiatives. These breakouts help keep momentum in conversation whilst sidestepping underlying politics.

Play interventions, from scavenger hunts to full scale immersive productions, frame key learning as story. When you package information as a story it is 20 times more likely to be retained.

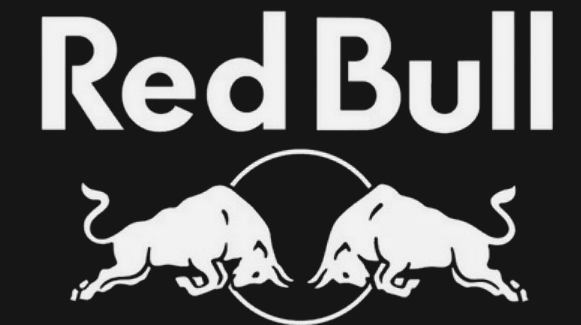
Teams leave united, and dedicated to the strategy they've collectively explored and decided.

# WHO WE'VE PLAYED WITH



PRUDENTIAL

News UK



DIAGEO



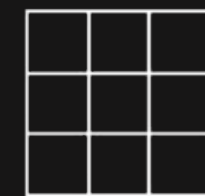
HUAWEI

Google

CREATIVE MORNINGS™



THE  
SCHOOL  
OF LIFE



SOHO HOUSE

# TESTMONIALS

*"It was honestly brilliant, and I found both your enthusiasm and energy totally inspiring! You guys have a gift so keep giving it."*

**Charlotte Hilton – Customer Experience, Headspace**

*"Your group dynamic is utterly genuine and generous, we feel so lucky to have had your supportive leadership in the room...You met the brief we had perfectly, but in your own style which was what we wanted to see... Reuben Feels are awesome and I love them."*

**Charlie Henniker – Senior Producer, BBC Worldwide**

*"In essence the cyber war games was an opportunity for us to emulate walking in our adversary's footsteps to better understand the techniques and motivations of attack actors. Allowing customers and partners to harness innovation, their passion for security, as well as a little education around the domain. The theatrics have made this real. This is more than just computer screens and keyboards this is about real people with real missions. It's a great simulation of what's happening out in the real world."*

**Samir Kapuri - VP Strategy and Security Intelligence,  
Symantec Group**





# YOU ARE UNIQUE.

We will collaborate with you to define your desired outcomes, then build purposeful play experiences to realise those results.

Get in touch to book a discovery call.

Email : [play@reubenfeels.com](mailto:play@reubenfeels.com)