



Talia A. Whopper



Myron Agenda



Otto Derloop



Constance Headache



Thelma Mother



Wong Way



Don Gone



N. D. Dark



Horace Esaz



Rhea Lyst

A Corporate Game

We've used the interpretive design process in business training. In one example, We came up with a visual model to illustrate how organizations make decisions. This decision making model was then packaged inside a light-hearted board game to help facilitate learning. Toyota and The U.S. Marine Corps are just a few of the institutions now applying my concepts in an entertainingly odd, but fun, little game. Here are some images from it.



Penny Pincher



Willie Tell



Ruth Less



Jerry Attrick