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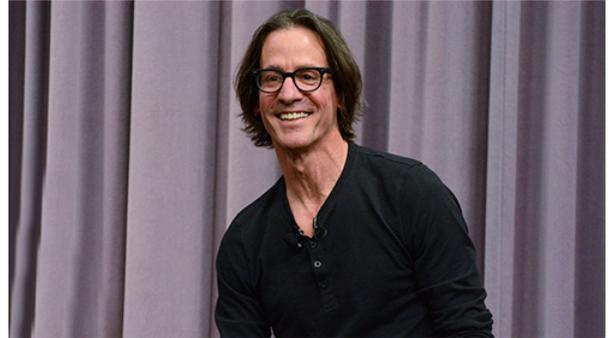
Play Has a PR Problem

Brendan Boyle, *IDEO*

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Video URL: <http://ecorner.stanford.edu/videos/4913/Play-Has-a-PR-Problem>

Brendan Boyle, partner at the design firm IDEO, explains how play is much more than a frivolous kid's activity or games in the company break room. To Boyle, a consulting associate professor at the Stanford d.school, play is the ultimate form of engagement. He founded IDEO's Toy Lab to uncover kid-centered solutions to the challenge of boredom. "The two biggest reasons we come to work are purpose and play," he says.



Transcript

- Play sorta has a PR problem. Most people think, most adults think play is frivolous or they think it's for kids. Most companies think at best, play is break time, Foosball, ping pong table, and those are great, nothing wrong with Foosball, ping pong, a break, but for me, play is engagement. It's are you focused, are you excited, are you? And we talked about this just in beginning, it's intrinsic, it's built into us, we want this satisfaction. So remember the two biggest reasons we come to work are purpose and play and there's now a lot of science happening around play, kind of where the science of sleep was 30 years ago about how important sleep is now and no one sort of doubts the science of sleep. So the science of play, now I'm not a science, but Dr. Stewart Brown, who's a leader in this area. He helps teach a class and has been studying play from the science point of view his whole life, and then different behaviors. So we use a lot of role playing when we're interviewing people or pretending we're something, a lot of role playing, we use a lot of exploratory play for ideation, and then we use constructive play when we're prototyping, so those behaviors are enjoyable for us and we want to keep doing it.