

w|p|d|g

WORK. PLAY. DO GOOD.

{ WWW.WORKPLAYDOGOOD.COM }



Work Play Do Good. (WPDG) isn't a philosophy or a mantra. It's a set of expectations and commitments. It creates a lens for curating and distributing our shared stories and experiences as communities. It is both the invisible lines that connect us universally and the extraordinary stories that make us unique.

WORK – COLLECTION & CONNECTION

Work is viewed through a lens of commitment to constant improvement. It creates an expectation of listening and learning. It expects excellence.

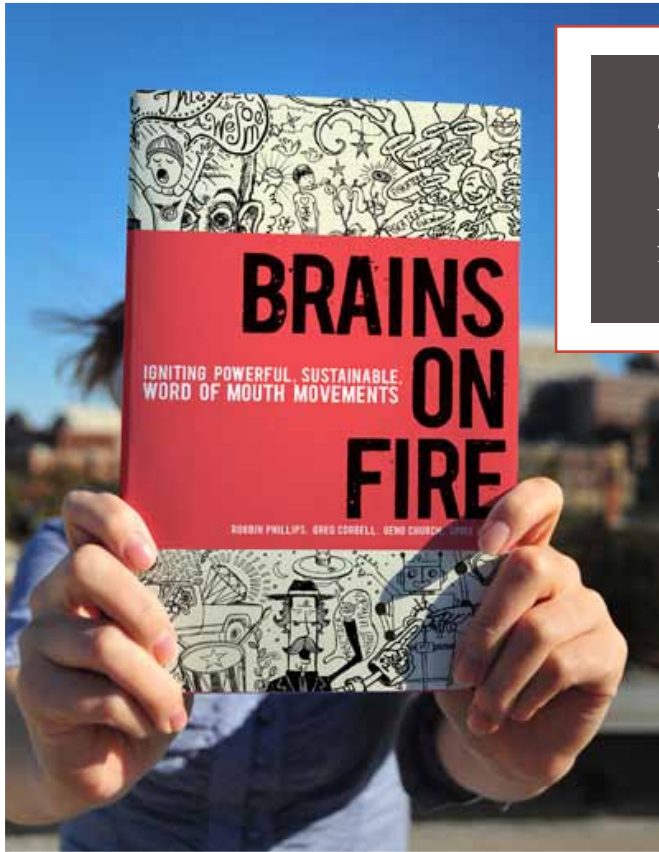
PLAY - CURIOSITY & CREATIVITY

Play should not be considered simply as leisure. It is more appropriately viewed as that of a beginner's mind: open perspectives that question, but also create.

DO GOOD - COMMUNITY & CALLING

Do Good is a vision of something bigger than ourselves. It is a sense of community but also higher calling and purpose. It acts upon the vision of what we as individuals and communities are called to do and to be.

Rather than rely upon isolated and independent strategies, WPDG seeks to create integrated and highly refined presentations of these unified narratives. WPDG33 serves as the first of these efforts by drawing together 33 experiences from 2010 (in 140 character summaries) into a document that is equal parts Thanksgiving gratitude and Christmas wish list.



“**Brains on Fire**”: by Brains on Fire: After years working on campaigns, I was looking for something more. I now know that I was searching for movements built on passion & people.

<http://brainsonfire.com/>

iPad by Apple: I waited nearly 6 months to purchase mine. Books, magazines, movies, music, games, and the web...all in a device under 24 ounces. Brilliant.

<http://www.apple.com/ipad/>

Bud Caddell’s Bucket Brigade: Bud’s original goal was to raise \$5,000 & write a marketing book. Instead, he raised \$18,591 and is writing a book that may change business.

<http://whatconsumesme.com/the-bucket-brigade-a-collaborative-publishing-project/>

Ted Sorensen: He was known as President Kennedy’s alter ego. Most of Camelot’s most treasured speeches came from this Lincoln, NE native’s mind. RIP, Ted.

http://en.wikipedia.org/wiki/Ted_Sorensen

“**Fascinate**” by **Sally Hogshead:** Lust, mystique, alarm, prestige, power, vice, and trust. 7 triggers explain it all. My primary triggers are: Prestige and Lust. Fascinating.

<http://sallyhogshead.com/books/>

John Winsor: He led the charge for crowdsourcing before it had a name. He created Victors and Spoils as a home for 3000 creative mercenaries. Game over.

<http://www.johnwinsor.com/>

Typeface: Through this film, I fell in love with the age-old practice of Letterpress, the Hamilton Wood Type Museum, and the people of Two Rivers, WI.

<http://typeface.kartemquin.com/>

President Rebecca Chopp: Swarthmore College’s new President suggested that “narrative imagination” has a place next to critical thinking. She has changed our future.

<http://www.swarthmore.edu/x29693.xml>

“**Resonate**” by **Nancy Duarte:** Some people fear giving a speech. I fear being forced to watch bad presentations. With “Resonate”, Nancy Duarte gives presentations a point.

<http://www.duarte.com/books/resonate/>

@Kennedy1960: As a teenager, I would close my eyes and relive the campaign and the speeches. As an adult, I have followed them in real time with Twitter.

<http://twitter.com/Kennedy1960>

Fast Company: Entrepreneurship, design, technology, Ellen McGirt and the Heath Brothers all come together in this tribute to modern business. Awesomeness.

<http://www.fastcompany.com/>



Jonathan Harris: I met Jonathan this year, but feel like I've known him all along. Combining technology and storytelling, he is both mystical and futuristic.

<http://www.number27.org/>

Matt Parker's Yard Sign: Most people hate negative campaigns. I hate awful logo & yard sign design. Matt Parker didn't win a State Senate seat, but did win my heart.

<http://wediscoverstories.squarespace.com/journal/2010/11/5/matt-parkers-yard-sign.html>

Brain Pickings: Information overload from the web is a real problem. Maria Popova at Brain Pickings takes the mound of information and distills the wisdom.

<http://www.brainpickings.org>

Eric Stonestreet: This farm boy from Kansas recently won an Emmy with his role as Cameron on Modern Family giving hope to "husky" hunks around the world.

<http://www.ericstonestreet.me/>

OTA Sessions: We hoped to shatter the perception that brilliant creativity and thought leadership can't come from Middle America. Good news: we succeeded.

<http://www.otasessions.com/>

Funky Fresh: What do you get when you mix a gifted and gabby designer with a web programmer with wicked programming skills? @evanmedema AND Funky Fresh.

<http://funky-fresh.com/>

"Where Good Ideas Come From" by Steven Johnson: This book expanded my views on innovation & community. With this book, Johnson busts the myth of lone genius & makes creativity possible.

<http://www.stevenberlinjohnson.com/>

"Auto Tune the News" by the Gregory Brothers: I believe that achieving "genius" is simply a matter of making connections that didn't previously exist. The Gregory Brothers embody genius.

<http://thegregorybrothers.com/>

UnderConsideration: Bryony & Armin have organized & mobilized a new tribe of designers around the world. This is top-flight design talk with value for everyone.

<http://www.underconsideration.com/>

Frank Chimero: Frank said, "Passion is the currency of creativity." I say, "Frank Chimero is a rare talent who will be the next great graphic designer."

<http://www.frankchimero.com/>

riCardo crespo: He went from being the King of Toys at Mattel to King of Creative at Fox. From the Simpsons to Avatar, riCardo has me absolutely in awe.

<http://wediscoverstories.squarespace.com/journal/2010/11/22/we-discover-storytellers-ricardo-crespo.html>



Chad & Ryan Arnold: This is the story that I can't seem to move on from. It touches me as a brother, son and father. Christ-like love & sacrifice. John 15:13

<http://www.ryanarnold.org/> <http://cometooofar.com/>

Montessorium: The perfect blend of education methods over 100 years old with technologies that are cutting edge. These apps open Montessori to the world.

<http://montessorium.com/>

charity: water: There are few things more basic or necessary than water. This organization seeks to bring clean water to over 1 billion people. #bigdreams

<http://www.charitywater.org/>

Rural Learning Center: I believe that small communities hold the key to the creative future of our country. This team is taking steps to make those voices heard.

<http://www.rurallearningcenter.org/>

Kickstarter: Thanks to this website, the starving artist may become an endangered species. The world will be better and more creative place as a result.

<http://www.kickstarter.com/>

Augustana College 150: As a surrogate alumnus of this 150 year old college, I am inspired by their commitment to educating the kids of the region.

Go, Augie, Go!

<http://augie.edu/>

Good Magazine: With a mantra of "one good thing a day," this media platform is masterful in its ability to help people who want "to live well and do good."

<http://www.good.is/>

"Delivering Happiness" by Tony Hsieh: Is it possible to succeed in business by focusing on your customers' happiness instead of the bottom line? @zappos proves the answer is yes!

<http://www.deliveringhappinessbook.com/>

Dennis Daugaard: South Dakota's Governor-elect may be remembered most for his political success. I admire him even more for the work he's done for children.

<http://www.dennisdaugaard.com/>

"The Happiness Project" by Gretchen Rubin: Gretchen set out to "test drive the wisdom of the ages" and ended up writing a book that could inspire a generation to pursue happiness.

<http://www.happiness-project.com/>

"Start with Why" by Simon Sinek: In a world focused on features and functionalities, Simon reminds us that "what we do" will never matter as much as "why we do it." Truth.

<http://www.startwithwhy.com/>