

OOMPH!

February 29, 2023

An Unseasonably Warm Exit From This Short Winter Into Early Spring Tidings Of Growth And Prosperity

Greetings *|FNAME|*,

I've been really enjoying heading to the gym in the morning, greeting the sun and feeling those soothing rays on my face to match the warmth of my muscles when I workout. Periodically I reflect on how a little over a year ago, I couldn't really do this at all while soldiering through chemotherapy and radiation care. My transitions lenses block out a very different kind of bright light radiation from my eyes, as I head eastbound to exercise. And fortunately for all of us, [Punxsutawney Phil didn't see my trailing shadow, or his own](#), so it's a sure thing that our short Winter has now come and gone. Let's hear it for leap years!



PHIL

The saying goes that April showers bring May flowers. But in 2024, a more apt analogy for this early Spring is that when it rains, it pours. Change by Design has been incredibly fortunate to receive nearly a dozen RFPs in the past two months, which has meant many long days at the grindstone with our teams to submit proposals for a wide range of projects. I feel blessed to have such a strong core leadership team working by my side, especially as I persevere through the last leg of my breast cancer recovery journey. But unfortunately, the flurry of great business opportunities has sapped much of the free time to which I had previously grown accustomed.

This past month I made what will (hopefully) be my last trek to MD Andersen in Houston for post-cancer treatment. Yet again, I was completely blown away by the quality of care I received from the team there. In fact, things went so well during this breast reconstruction surgery, that I was discharged less than 24 hours after going under the knife. As a result, we were able to make the 15-hour drive back to Tallahassee right away, and start healing from post-op in the comforts of home, instead of at a far-flung hotel. I'm grateful to be in my most familiar surroundings while healing, and also in the best environ for tackling the deluge of proposals.



ME

If you have been subscribed to **Oomph!** for awhile, you can probably tell that I invest the same level of thought, passion and consideration into packing each issue with inspirational messages about change, and useful information to deliver impact for your business, as I do our performance improvement solutions. But between my walks, my work, and my pursuit of post-surgery wellness, I've run a little short on my capacity to keep up the monthly email newsletter and blog article production schedule. Therefore, I've decided to take a short sabbatical from some marketing activities for the next several months. It's important to me to maintain the quality you've come to expect here. So I plan to circle back and reconnect in summertime, once we've gotten through the torrent of pre-project activities and implementation we now face.

Although the next Change by Design newsletter won't come out until sometime shy of Independence Day, I won't be very far away. I'd love to hear how all of your preparations for a successful 2024 are beginning to yield fruits of success during Q1 and Q2. Just drop me a line by phone or email, and let's get together for an iced coffee or lunch.

Warmly Yours,



Sue

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3 Things To Keep In Mind When Designing Games For Learning

Part 1: Who Is Your Learner?



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Instructional designers often face large amounts of important content that we know is useful to our learners. But one of the key challenges in our professional practice, is how we most effectively present all of this learning material, without overwhelming the learner.

Games are an incredible tool for instructional designers. They're engaging, interesting, and make you want to play, opening up the learner to real learning in an active and meaningful way. However, designing games for learning can be a difficult challenge without the right approach.

Not everyone finds the same types of games fun. What one person finds fun, another might...

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Change By Design has incorporated the practice of continuous improvement throughout our operations, which carries over into this publication. So we'd love to hear where we stumbled, where we hit the mark, and any other feedback you have. Please rate the newsletter on a scale of 1-4 stars, with 1 (*--*) being terrible, and 4 (****) being terrific.

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