

# TRIVIA ISN'T TRIVIAL

in  
Tapping  
Breakthrough Thinking



**T**o stay relevant and competitive in today's ever-changing business environment, it's crucial to remain on top of your business game.

Staying ahead of rivals can often be achieved through brainstorming, out-of-the-box thinking and asking insightful questions. Successful business leaders tend to have mastered the art of inquiry, asking strategic questions no one else has raised, and consequently, they find powerful answers.

"The rewards realized from developing even one breakthrough idea can be immense." Gene Jones, a nationally acclaimed game show host and one of America's leading authorities on unlocking innovation through transformational play, told *The Suit*. "The most successful companies are ones

that work smarter, not necessarily harder."

"It's not just company leaders that are vital to breakthrough thinking. Every employee is a potential key resource. Who knows what game-changing ideas each may possess that could lead to lucrative opportunities. Organizations can unlock these ideas and encourage breakthrough thinking in a surprisingly simple way: By playing specially formatted games of trivia."

"Trivia is more than just a fun way to test random knowledge. It's been proven to unlock the potential of the human mind, improve mental performance and enhance creativity," said Jones. "Studies show that engaging in trivia improves cognition, fosters fluid intelligence, reduces stress, improves

memory, and fosters communication. Additionally, trivia games can heighten mood and release 'feel good' hormones. The brain needs to be constantly exercised and challenged to work at an optimal level. Basically: Trivia is important because it exercises the mind".

"Companies, employees, students and others can utilize targeted trivia games to problem solve, inspire innovation, and become more productive," Jones explained. "Trivia, when presented in a strategically designed game show format for corporate training, can seamlessly develop the power of cognitive thinking to improve mental dexterity and efficiency among staffers."

More distinct advantages of engag-



Research shows that brainstorming can be an effective way to generate cutting-edge ideas and then determine which one will be the best, according to a white paper from the Creativity Research Unit and the Creativity Problem Solving Group. Brainstorming sessions are most effective when conducted in an environment that promotes freedom of thought and expression. Jones points out that when participants are freed from everyday stress and fear of embarrassment, they find it much easier to stretch their minds' reach, build on each others' bright ideas and harvest more creative solutions. An effective brainstorming session requires a skillful leader, preferably an outside specialist, to guide the session and encourage participants while directing them towards the desired goal(s). That's why mindful games, such as trivia, are so well suited for meetings and training sessions.

Jones strongly emphasizes that the format of a trivia game show presentation is the key to maximizing positive results. In describing the ideal format, Jones points out the goal of the game is to get participants to think 'asymmetrically', a process which leads the brain to forge new connections between stored information and newly introduced facts. Jones purposely structures all his presentations to facilitate asymmetric thinking patterns. Once this

ing in trivia games include expedited problem solving and effective team-building, leading to what Jones calls 'adaptive corporate culture development' that increases creativity and productivity in all phases of business operation.

Jones knows about trivia. He has dedicated his career to the sophistication of the game show format following his work with The Guinness Book of World Records, where he served as Associate Editor and World Record Judge from 1983-1990. Jones is also an accomplished businessman who served as CEO of his own theatrical production company for more than 20 years.

While hosting some 2,500 live game shows, Jones became an astute observer of his audiences, noticing that each au-

dience seemed to grow smarter as each show progressed. This inspired Jones to conduct an extensive study of his unique process to eventually create an effective method of corporate training and educational advancement. Jones now applies his years of experience as a game show host to help businesses and organizations achieve breakthrough thinking with his program called Triviation®.

"Trivia games can expand decision making capabilities and accelerate progress by helping individuals think more expansively," Jones added. "When properly directed, such breakthrough thinking yields extreme competitive advantages that drive organizations ahead of the curve...and keep them there."

state of mind is achieved, the game has served its purpose and the specific corporate challenges at hand are tackled. This higher level of brain function enables individuals and groups to achieve superior results in discussing and enacting all phases of business activity. According to Edudemic, one of the world's largest education websites, the result is speedier working and more imaginative minds galvanized to proceed on an inspired level.

While the golf course might be the place for CEO networking and closing deals, it's also advisable that business leaders consider engaging their personnel with some strategically directed games of trivia to 'drive ahead, get out of the rough, and hopefully score a hole-in-one!'