



November 18, 2021

Why Hasn't There Been A Griswald Family Thanksgiving Yet?

Happy Thursday *|FNAME|*,

Here is the big-money idea that I'm giving away for free today: They should make the final chapter of the Griswald Family saga and title it "Thanksgiving Vacation." After all, everyone can relate to (or even cringe with), at least one of the popular tropes on screen: such as rambunctious kids in close quarters, competitive siblings, eccentric family members, or awkward families. And you probably also appreciate those evergreen themes of re-connection, redemption, gratitude, and perseverance... despite any turkey cooking challenges. You see, the movie's practically written itself already!



But why am I waxing on about a prospective sure bet in the box office? Well, because I think it illustrates how those familial dynamics are not a cliché, but instead, something we each experience deeply throughout our lives. We're born into families, marry into families, work in "job families" and even build chosen families. They each have their own baked-in norms and expectations, which we accept and even perpetuate.

But probably the most impactful traits of all these groups is their ability to affirm each member's worth; to provide a platform for inclusion; and to nurture a sense of belonging... which can help individuals achieve their full potential. One of my chosen families is the **Wild Women of Davidson**, an incredible, dynamic group of sisters who were the first women's class in the 100+ year history of the college. Annually, we gather in North Carolina to celebrate one another, mourn those we've lost, and appreciate the fleeting time we have remaining.

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I so look forward to this yearly pilgrimage where we renew those long-standing ties that bind us together. I imagine you also have a tribe of people who get you to the core, even if you don't share any kinship.

During our recent gathering, we traded stories about kids, grandkids, and even drifted a bit into shop-talk. Our conversations were wide ranging, and I was so proud to elaborate on the success Change by Design has experienced in 2021. We've been blessed, and this time away with friends helped me really reflect on some of our team's accomplishments:

- building a comprehensive performance evaluation system plus a half-day remedial eLearning on various **cultural competencies** to improve a regional non-profit's behavioral shortfalls and deliver a common cultural approach across the organization
- creating twelve visually appealing, skills-focused, fully WCAG-accessible **cognitive adaptive therapy (CAT)** and **Fetal Alcohol Syndrome Disorder (FASD)** eLearning modules for a repeat client
- producing several **job task analyses (JTAs)** for several clients
- developing and testing several legally defensible assessments for a government client
- authoring a comprehensive strategic leadership report with tailored recommendations on how to construct the best-fit learning management system for a fast-growing client

While in North Carolina, I also had the chance to see one of my sons, who is a software engineering leader for a well-known real estate web app. During our conversation around the dinner table, I found it remarkable that our key challenge was so similar: namely, why is it so difficult right now to find new colleagues that are eager to grow, and who are also good people?



The freedom of Change by Design to hire solid professionals who work remotely from anywhere in the world is huge for us. We are able to cast a wider net for talent, which helps us remain incredibly diverse. Fostering this inclusive culture that is fun while celebrating each individual on the team and their skill sets is essential, but it doesn't just happen by chance. It's very intentional.

Our team members are great at what they do, and they *could* choose to work anywhere. So I work hard to make sure they choose to stay with us, and I am looking for more like them. I'm grateful to be surrounded by each one of my colleagues, whose work ethic has saved money for our clients and propelled Change by Design to its most successful year yet. My greatest hope for 2022 is that we attract even more outstanding people of their ilk in the New Year. If you know of anyone like this, please send them my way.



Now finally circling back to family and Thanksgiving. With many of us spread out far and wide, it's challenging to gather everyone back under one roof, even for one meal. Therefore, I'm SO grateful that this year, I will have the pleasure of sharing the holiday with my brother in-person. In January of 2021, he and his wife moved back to the U.S. for good. Back from Hong Kong to Orlando, after 30 years! I can't believe it's really been that long and cannot contain how excited I am to spend this Thanksgiving with them.

And I hope that in some small way, you have that same happy anticipation for a meaningful and memorable holiday with the family you love so much. Whether they are kin, chosen, work or other... Happy Thanksgiving to you!



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P.S.: After the gatherings and the meals, the Black Friday sales and the decorating for Christmas, please consider doing one thing. I'd love to hear one of your own funny, heartwarming, or interesting Thanksgiving stories. Just email it over to me, and thank you in advance!

3 Things To Keep In Mind When Designing Games For Learning

Part 2: What Is The Game?



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In order for a game to be successful, you need to make it engaging. It also must have good content. So ask yourself: what learning outcomes are you hoping for? Additionally ask: how will they be measured? These are two very important things to define early in the design phase, because there's no point in designing something that's really fun if a learner doesn't actually learn anything from it. There's also no point in designing a game full of great content that everyone finds to boring to play.

Start by considering your narrative. All of us enjoy a good story, and learners are no different. Therefore, a good game has...

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The Set Up:
What is the inciting incident?

The Confrontation Part 1:
What is the twist?

The Confrontation Part 2:
How does this resolve the conflict?

Resolution:
Wrapping up the story, leading into the reflection

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 through our website, 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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