

Free the Genie

55 Ways to
Get Unstuck,
Out of the
Box Lamp
(and Create
the Results
You Want)



What is Free the Genie?

Free the Genie is a deck of 55 creative thinking cards for open-minded people committed to bringing something new into their lives – and into the world. Think of the deck, if you like, as a personal genie – a powerful, 24/7 assistant whose sole mission in life is to help you realize yours. If you're stuck, the cards will get you unstuck. If you're already unstuck, the cards will take you to a higher ground – the place where genius, inspiration, and breakthrough ideas are waiting to be discovered.

Why the genie? Because the genie is the archetypal symbol of unexpressed potential – the hidden force inside us capable of turning dreams into reality. In Aladdin's time, all it took was a rub of the lamp to free this power. Today – already out of the box – the genie lives in the cards. Which, by the way, are organized into five suits: Attend, Intend, Suspend, Extend, and Connect. Like our five senses, each suit is a way to experience. And what you'll experience by using the cards is the very best of your creativity.

What the Cards Do

Unlock your imagination • Get the creative juices flowing
Spark insights • Help get you unstuck • Inspire quantum leaps • Jump start innovation • Strengthen commitment
Diffuse doubt and fear • Help you navigate change • Quicken collaboration • Close the gap between thought and action

How to Get Started

Identify a challenge, opportunity, or idea you want to develop – a goal that truly fascinates you.

How to Play

There are two ways to play with Free the Genie cards: Solo Play and Group Play.

Solo Play can be done anytime, anywhere - whenever you feel the need to get your creative juices flowing. Simply “pick a card, any card” and consult the deck as you would an oracle. Group Play requires at least one other person and assumes a willingness to share your thoughts, feelings, and creative process. It's the perfect way to play when you need the feedback, insights, and counsel of others.

Solo Play: 7 Games

☯ ONE CARD ORACLE

1. Randomly select a card
2. Read the card aloud
3. Reflect on the card's message
4. Jot down your insights and ideas

☯ EITHER/OR D'OEUVRE

1. Randomly select two cards
2. Place the cards face up, left to right
3. Read both cards aloud
4. Choose either card – and reflect on its meaning

☯ FIRST THOUGHT, LAST THOUGHT

1. Place the deck of cards on your bedside table
2. Randomly select a card before you go to bed – and contemplate it
3. Record your first thoughts when you wake up in the morning
4. Pick a second card when you wake up and reflect on it during the day

☯ FOUR PLAY

1. Randomly select four cards and read them aloud
2. Arrange the cards from left to right, easiest to hardest
3. Starting with the easiest, reflect on their meaning

☯ COOL (OPPOSITE) HAND LUKE

1. Lay all the cards, face down, on a table
2. Select three cards with your non-dominant hand
3. Read each card aloud and reflect on its meaning

☯ CENTER OF THE SQUARE

1. Place four cards, face down, in the shape of a square
2. Place a fifth card in the center of the square
3. Turn the fifth card over and read it aloud
4. As you turn over each of the “square cards,” find the connection between its message and the card in the center

☯ WHAT SUITS YOU

1. Read each of the five, variably colored “Suit Cards”
2. Identify the suit that is your biggest challenge
3. Select all cards from that suit and shuffle them
4. Randomly select three of the 12 and reflect

Group Play: 7 Games

🗯️ WE ARE ALL ONE

1. Deal one card to each player
2. The dealer reads his/her card aloud and responds
3. Each player gets 3 minutes to ask questions or request elaboration
4. The process continues until each player gets a turn

🗯️ TWO-TIMER

1. Deal two cards to each player
2. Each player keeps one card and passes the other to the person on their left
3. The dealer chooses one of his/her cards and responds aloud
4. The process continues until each player gets a turn

🗯️ DISCARD CENTRAL

1. Deal three cards to each player
2. Each player places two of their most challenging cards, face down, in a central discard pile
3. The dealer shuffles the discard pile
4. The dealer selects the top card and responds aloud
5. The process continues until each player gets a turn

🗯️ STACKING THE DECK

1. Deal four cards to each player
2. The dealer reads one of his/her cards aloud, but chooses someone else to respond to it
3. The process continues until each player gets a turn

🗯️ FIVE CARD VINNY

1. Deal five cards to each player
2. Each player keeps three cards and passes two to their left
3. Each player reads their new cards, then passes one to their left
4. The dealer reads the last card he/she receives and responds aloud
5. The process continues until each player gets a turn

🗯️ WHAT SUITS YOU

1. The dealer reads the five, variably colored “Suit Cards” aloud
2. The dealer asks each person to name their weakest suit
3. The dealer deals the appropriate suit to each player.
(If more than one player names the same suit, that suit is divided accordingly.)
4. Players study their cards and select the most challenging one
5. The dealer begins by reading his/her card and responding aloud
6. The process continues until each player gets a turn

🗯️ FACE UP

1. The dealer deals three cards to each player
2. The dealer lays out five cards, face up, in middle of the table
3. The first player to see a connection between a card in their hand and a “face up” card, quickly covers a face up card with one in their hand that relates
4. The person who was the first to cover a face up card describes the “connection” they see and how it relates to their challenge
5. The process continues until no more connections can be made

Idea Poker: 5 Ways to Better Your Ideas

One of the challenging things about creating anything new is that the effort often feels risky - just like playing poker. And so, we now offer you the chance to blend the two – a unique way to continue creating something new and play poker at the same time. It's fun. It gets results. And it's a great way to brainstorm with friends, co-workers, and other assorted characters. (PS: Everybody wins – even if they lose their chips.)

🎰 **ANTE UP:** Before the cards are dealt (no matter what game you play), each player puts a quarter (or an equivalent amount of chips) in the pot. After each round of play, players vote on who gave the most compelling response to their card. The pot goes to the person with the most votes.

🎰 **DEALER'S CHOICE:** Before the cards are dealt, the dealer declares a theme for the round (i.e. “authenticity,” “risk,” “humor”). Players use this theme to focus their responses. After each round, the dealer distributes the pot to players according to his/her assessment of how insightful each player's response was. (The entire pot can go to an individual or can be divided up as the dealer sees fit.)

🎰 **EUREKA:** At any time during play, when a player feels they've had a deep insight, they are encouraged to shout “Eureka!” After describing what their breakthrough is, the other players vote. If a majority of players assess the Eureka to be genuinely compelling, the “Eureka haver” gets half the pot.

🎰 **SIDE BETTING:** At any time during Idea Poker, any player can challenge another player to a one-card side bet. That player then turns over one of his/her cards, declares the amount of the bet, and challenges another player to respond first. After both players have responded, the other players vote on whose answer was most compelling. The winner receives the entire side bet.

🎰 **ALL IN:** Each player can choose to bet all their money by moving their entire pile of chips into the middle of the table and saying “All in.” At that time, the “all in” player declares a commitment they are making in response to one of their cards. If the other players unanimously agree that the “all in” commitment is genuine and compelling, the rest of the players give the “all in” better, five of their chips.

Acknowledgements

Judie Bazerman • William Spencer • Eric Booth • Jon Lloyd • Barbara Cernak
John Havens • Phil Silberman • Noel Abbot • Tim Moore • Nancy Seroka
Val Vadeboncoeur • Gary Ockenden • Carl Frankel • Barbara Bash • Pat Anderson
Hudson Talbott • Joe Belinsky • Linda Glover • Doug Stuke • Mark Lundegren
Mike Nichols • Fuzzbee Morse • Lauryce Graves • Roger Bird • Pamela Miles
Phyllis Rosen • Melanie McLaughlin • Bill Salmansohn • Michael Schacker
Ken Wapner • Tiffany Schoff • Booth Dyess • Doug Gruenther • Harris Breiman
Mark Black • Tammy Felling • Michelle Weigand • Rolan • Zoe Zak • Elise Pittelman
Claudia Hirsh • Liz Ornstein • Tom DeSisto • Eldad Benary • Francisca Matos
Jill Peckinpaugh • Barry Gruenberg • Bill Ross • Michael Borden • Lynn Peabody
Raphael Garritano • Leslie Yerkes • Jeanne Bassis • Micael Noh • Aaron Barr
Joyce Wykoff • Alex Lawryczenko • Steve Wehr

SPECIAL THANKS TO

Michael Greenberg for his wonderful and timely prototype
Maryjane Fahey (212.989.9667) for brilliant art direction and design
Corey Kuepfer for translating vision into reality
Chip Wass (212.741.2550) for his fantastic genie illustration
Steve Ornstein for his friendship and support
Jule Lawson for her sage color counsel
Evelyne Pouget for being my extraordinary muse, wife, and companion
Jesse and Mimi for being awesome kids
Barney and Sylvia for bringing me into the world
Maharaji (aka Prem Rawat) for showing me the unchangeable reality that exists
beyond imagination

May all your inspired ideas, dreams, and visions come true.