

How to Play

There are many ways to have a jam card session, and you can use them individually or with a group of people. Recognise patterns in your life and work while playing with serendipity and strategy.

To get started try the following variations or make your own rules right away.

| SERENDIPITY LAB | SOLO | PLAY ALONE | 30 - 45 minutes |

Improvise like a jazz musician and flip through the cards. Use your headphones. Try the sonic trigger to hear different music pieces. Find the card that is most interesting, exciting, disturbing, boring or most resonating. What does this mean to you? Be open for the unexpected. Make notes.

| MIX AND MATCH | DUO | PLAY WITH A PARTNER | 60 minutes |

Play like a DJ and explore, make combinations and find the right collection of cards, trigger questions and music examples. What could be a latent need of your audience? Start with the empathy cue and select cards that highlight this cue. Listen to the sound samples and make notes. Share the notes with your partner. Look for patterns. Make an experience wall or mood board of the findings.

| STRATEGY JAM | ENSEMBLE | PLAY TOGETHER | 45 - 120 minutes |

Think like a composer and start with one of the six cue cards. What is the essential starting point for you or your team? Let everybody individually (silent brainstorm mode) write the cue on a post-it or paper that he or she thinks should be the starting point. Why is this the starting point? You can optionally start this session with the above mentioned Serendipity Lab. Place the chosen cue card on the table. Find cards that contain this cue. Share with your partners how the music examples fit together and why, this will bring emotions in the game and will open up sharing of different tastes, preferences and empathy.

Do the same procedure with another cue card. What connects the cues? Describe the connections.

Make notes of what is said during the session or record with your smartphone. You might start with the 'classical' dynamic of the music thinking framework to spread the cards. Start with Jammin', then Empathy, then Personality and end with Remix. If you change the dynamics, take pictures from the different situations to see later how your discussion evolved and changed.



Scan the code with the Spotify app. Go to 'search'. Click on the 'camera icon' on the right side of the search field above. Tip: close your eyes and use headphones.

ACTIVITY



WHAT ACTION COULD YOU DO WITHOUT ANY PLANNING?

DO NOT FEAR MISTAKES. THERE ARE NONE.

MILES DAVIS

JAMMIN'

EMPATHY

PERSONALITY

SCORE

AGILITY

REMIX

FREEDOM



HOW CAN YOU FREE YOUR MIND?

DANCE FIRST. THINK LATER.
IT'S THE NATURAL ORDER.

SAMUEL BECKETT

JAMMIN'

EMPATHY

PERSONALITY

SCORE

AGILITY

REMIX

LISTEN



WHAT IS THE SIGNAL IN THE NOISE?

KNOWLEDGE SPEAKS,
BUT WISDOM LISTENS.

JIMI HENDRIX

JAMMIN'

EMPATHY

PERSONALITY

SCORE

AGILITY

REMIX

PARADOXES



WHAT IS IMPORTANT?

THE WORDS ARE THE IMPORTANT THING.
DON'T WORRY ABOUT TUNES. TAKE A
TUNE, SING HIGH WHEN THEY SING LOW,
SING FAST WHEN THEY SING SLOW,
AND YOU'VE GOT A NEW TUNE.

WOODIE GUTHRIE

JAMMIN'

EMPATHY

PERSONALITY

SCORE

AGILITY

REMIX

REHEARSAL



Pictures taken by the author except Rijksmuseum, Amsterdam (entertainment, over mind, freedom, identification, influence, education, law, social, peace, personality, responsibility, progress, understanding), Wladimir Gerasimov, Lindrum, Expo 1958, Philips, Sony.



ARE YOU SERIOUSLY PREPARED?

I PREPARE MYSELF FOR REHEARSALS
LIKE I WOULD FOR MARRIAGE.

MARIA CALLAS

JAMMIN'

EMPATHY

PERSONALITY

SCORE

AGILITY

REMIX

The logo consists of a solid black hexagonal shape with a white border. Inside the hexagon, the word "JAMMIN'" is written in a bold, white, sans-serif font. The letters are evenly spaced and centered within the hexagon.

JAMMIN'



JAMMIN'

This cue is all about creativity, ideas and information; listening and collecting data from all kinds of sources.



PERSONALITY



PERSONALITY

The cue to work from the heart of your organisation; from your why and brand values to the holding space, you provide for your stakeholders.



REMIX



REMIX

The cue to getting it all together
under the given circumstances based
on the other cues.