

1 **Method for Playing a Game**

2

3 **Field of the Invention**

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5 This invention relates to a method for playing a game.

6

7 **Background of the Invention**

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9 In organizations today, there are several ways of training and developing
10 employee's skills as well as aligning the employees' to an organization culture.
11 One of the ways is engaging employees in activities such as camps, seminars, and
12 games. However such activities often require significant logistics and resource
13 planning and rescheduling of job assignments in advance.

14 On the other hand, board games which are games that are played with counters or
15 pieces on a board, would be able to engage employees through play and
16 encourage spontaneous interaction. However, traditional board games are based
17 primarily on strategy, luck or chance and have specific game goals and rarely
18 reflect an organization culture. Therefore, in the market, there is a lack of games
19 that can be customized to train employees in a fun and innovative way.

20

21

22 **Summary of the Invention**

There is provided a method for playing a board game, comprising:

23 providing a board having spaces arranged in horizontal and vertical lines in
24 a grid pattern, wherein the spaces include interior spaces within a periphery of the
25 grid pattern and edge spaces at the periphery of the grid pattern;

26 providing players with game pieces such that each player has a
27 corresponding game piece that represents the player;

28 distributing lettered tiles to the players such that each player has
29 corresponding lettered tiles that represent the player and each lettered tile displays
30 a single letter;

31 placing the game pieces on the board such that each game piece is
32 located on a corresponding space; and then

33 for each player, during a turn for the player, using the game piece and the
34 lettered tiles that represent the player:

1 generating a random number to determine a number of claimed spaces
2 that form a continuous segment of adjacent spaces, are adjacent to a starting
3 space where the game piece is located and include and extend to a landing space;
4 moving the game piece from the starting space along the claimed spaces
5 to the landing space;
6 placing lettered tiles selected by the player on the claimed spaces such
7 that each placed lettered tile is located on a corresponding claimed space;
8 awarding a victory point for the player once the placed lettered tiles from
9 the turn or a previous turn are located on adjacent claimed spaces along a
10 horizontal or vertical line of the grid pattern that include and extend between begin
11 and end spaces, the placed lettered tiles are letters of a predetermined word
12 regardless of the order of the placed lettered tiles, thereby forming the word, and
13 the game piece is located on the begin or end space; and
14 declaring the player a winner once the player accumulates a
15 predetermined number of victory points.

16 Preferably, the grid pattern has an identical number of the horizontal and vertical
17 lines, the horizontal and vertical lines have identical rectangular shapes and sizes,
18 the spaces are squares and have identical square shapes and sizes, and the
19 periphery is a square.

20 Preferably, the game pieces are figurines.

21 It is preferable that the lettered tiles consist of letters of the word.

22 Preferably, the lettered tiles are shaped as the letters they display, and the lettered
23 tiles for different players are identical except that the lettered tiles for different
24 players are a different color.

25 It is preferable that generating the random number includes rolling a die.

26 It is preferable that moving the game piece includes:

27 moving the game piece horizontally or vertically if the claimed spaces are
28 interior spaces;

29 moving the game piece horizontally or vertically if the claimed spaces are
30 interior spaces and a single edge space; and

1 moving the game piece horizontally and vertically if the claimed spaces are
2 one or more interior spaces and two or more edge spaces.

3 It is preferable that moving the game piece includes:

4 moving the game piece horizontally along the one or more interior spaces
5 to the two or more edge spaces and then vertically along the two or more edge
6 spaces if the two or more edge spaces are vertically adjacent; and

7 moving the game piece vertically along the one or more interior spaces to
8 the two or more edge spaces and then horizontally along the two or more edge
9 spaces if the two or more edge spaces are horizontally adjacent.

10 It is preferable that moving the game piece includes:

11 moving the game piece horizontally along the two or more edge spaces to
12 the one or more interior spaces to then vertically along the one or more interior
13 spaces if the two or more edge spaces are horizontally adjacent; and

14 moving the game piece vertically along the two or more edge spaces to the
15 one or more interior spaces and then horizontally along the one or more interior
16 spaces if the two or more edge spaces are horizontally adjacent.

17 Preferably, moving the game piece includes:

18 moving the game piece horizontally along a first subset of the one or more
19 interior spaces to the two or more edge spaces, then vertically along the two or
20 more edge spaces, and then horizontally along a second subset of the one or more
21 interior spaces if the two or more edge spaces are vertically adjacent; and

22 moving the game piece vertically along a first subset of the one or more
23 interior spaces to the two or more edge spaces, then horizontally along the two or
24 more edge spaces, and then vertically along a second subset of the one or more
25 interior spaces if the two or more edge spaces are horizontally adjacent.

26 Preferably, moving the game piece includes:

27 moving the game piece horizontally along the two or more edge spaces to
28 the one or more interior spaces and then vertically along the one or more interior
29 spaces if the two or more edge spaces are vertically adjacent; and

30 moving the game piece vertically along the two or more edge spaces to the
31 one or more interior spaces and then horizontally along the one or more interior
32 spaces if the two or more edge spaces are horizontally adjacent.

- 1 Preferably, moving the game piece excludes moving the game piece to or across
- 2 the starting space and excludes moving the game piece to or across a claimed
- 3 space twice.
- 4 It is preferable that placing the lettered tiles on the claimed spaces includes
- 5 replacing another lettered tile of another player that is located on a claimed space.
- 6 Preferably, replacing the another lettered tile includes returning the another lettered
- 7 tile to the another player.
- 8 Preferably, placing the lettered tiles on the claimed spaces excludes replacing
- 9 another lettered tile of the player on a claimed space.
- 10 Preferably, awarding the victory point includes the placed lettered tiles to form the
- 11 word and the player reciting the word.
- 12 Preferably, awarding the victory point to the player includes providing a game
- 13 object to the player, and declaring the player the winner includes the player
- 14 accumulating a predetermined number of the game objects.
- 15 It is preferable that the word is a business objective of an organization which
- 16 employs the players.
- 17 Preferably, the business objective is excellent customer service.
- 18 Preferably, the word is "MAGIC".
- 19
- 20 It is preferable that "MAGIC" is an acronym for Making A Great Impression on
- 21 Customers.
- 22 Preferably, the placed lettered tiles form a first instance of the word horizontally
- 23 and a second instance of the word vertically, and the first and second instances of
- 24 the word intersect one another and share a common lettered tile and each result in
- 25 a victory point.

- 1 Preferably, the placed lettered tiles form a first instance of the word and a second
- 2 instance of the word, and the first and second instances of the word are spaced
- 3 from one another and each result in a victory point.
- 4 Preferably, the placed lettered tiles are adjacent to another lettered tile of another
- 5 player.
- 6 Preferably, the placed lettered tiles that form the word are adjacent to another
- 7 lettered tile of the player that does not form the word.
- 8 The player may place the game piece on any space the player selects before the
- 9 player takes a first turn.
- 10 The players may take turns generating the random number, moving the game
- 11 piece and placing the lettered tiles on the claimed spaces.
- 12 Preferably, the player may draw a card from a stack of cards if the landing space is
- 13 a card space.
- 14 Preferably, the card rewards the player if the player performs a task described on
- 15 the card.
- 16 Preferably, the task is maintaining eye contact with another player for a time
- 17 period.
- 18 Preferably, the task is reciting a quality management pledge of an organization that
- 19 employs the players.
- 20 Preferably, the card describes a compliment about the player and rewards the
- 21 player or a complaint about the player and penalizes the player.
- 22 Preferably, the compliment is due to excellent customer service.
- 23 Preferably, the complaint is due to unsatisfactory customer service.
- 24 Preferably, the card displays a letter, and the player is rewarded for accumulating
- 25 cards with letters of a predetermined card word.

1 Preferably, the card word is a business objective of an organization which employs
2 the players.

3 Preferably, the business objective is excellent customer service.

4 Preferably, the card word is KAT.

5 Preferably, KAT is an acronym for KNOWLEDGE, ATTITUDE and TIMELINESS.

6 It is preferably that the card displays the letter K in large font and the word
7 KNOWLEDGE in small font, the letter A in large font and the word ATTITUDE in
8 small font, or the letter T in large font and the word TIMELINESS in small font.

9 There is also provided a method for playing a board game, comprising:
10 providing a board having spaces arranged in horizontal and vertical lines in
11 a grid pattern, wherein the spaces include interior spaces within a periphery of the
12 grid pattern and edge spaces at the periphery of the grid pattern;
13 providing players with game pieces such that each player has a
14 corresponding game piece that represents the player;
15 distributing lettered tiles to the players such that each player has
16 corresponding lettered tiles that represent the player and each lettered tile displays
17 a single letter;
18 placing the game pieces on the board such that each game piece is
19 located on a corresponding space; and then
20 the players take turns and for each player, during a turn for the player,
21 using the game piece and the lettered tiles that represent the player:
22 rolling a die to generate a random number to determine a number of
23 claimed spaces that form a continuous segment of adjacent spaces, are adjacent
24 to a starting space where the game piece is located and include and extend to a
25 landing space;
26 moving the game piece from the starting space along the claimed spaces
27 to the landing space, including moving the game piece horizontally or vertically if
28 the claimed spaces are interior spaces, moving the game piece horizontally or
29 vertically if the claimed spaces are interior spaces and a single edge space, and
30 moving the game piece horizontally and vertically if the claimed spaces are one or
31 more interior spaces and two or more edge spaces;

1 placing lettered tiles selected by the player on the claimed spaces such
2 that each placed lettered tile is located on a corresponding claimed space;
3 awarding a victory point for the player once the placed lettered tiles from
4 the turn or a previous turn are located on adjacent claimed spaces along a
5 horizontal or vertical line of the grid pattern that include and extend between begin
6 and end spaces, the placed lettered tiles are letters of a predetermined word
7 regardless of the order of the placed lettered tiles, thereby forming the word, and
8 the game piece is located on the begin or end space; and
9 declaring the player a winner once the player accumulates a
10 predetermined number of victory points.

11 Preferably, the grid pattern has an identical number of the horizontal and
12 vertical lines, the horizontal and vertical lines have identical rectangular shapes
13 and sizes, spaces are squares and have identical square shapes and sizes, the
14 periphery is a square, the lettered tiles consist of letters of the word and are
15 shaped as the letters they display, and the lettered tiles for different players are
16 identical except that the lettered tiles for different players are a different color.

17 Preferably, awarding the victory point includes the placed lettered tiles to
18 form the word and the player reciting the word.

19 Preferably, the word is "MAGIC" which is an acronym for Making A Great
20 Impression on Customers.

21 Preferably, the placed lettered tiles form a first instance of the word
22 horizontally and a second instance of the word vertically, and the first and second
23 instances of the word intersect one another and share a common lettered tile and
24 each result in a victory point.

25 Preferably, moving the game piece includes:
26 moving the game piece horizontally along the one or more interior spaces
27 to the two or more edge spaces and then vertically along the two or more edge
28 spaces if the two or more edge spaces are vertically adjacent; and
29 moving the game piece vertically along the one or more interior spaces to
30 the two or more edge spaces and then horizontally along the two or more edge
31 spaces if the two or more edge spaces are horizontally adjacent.

1 Preferably, moving the game piece includes:
2 moving the game piece horizontally along the two or more edge spaces to
3 the one or more interior spaces to then vertically along the one or more interior
4 spaces if the two or more edge spaces are horizontally adjacent; and
5 moving the game piece vertically along the two or more edge spaces to the
6 one or more interior spaces and then horizontally along the one or more interior
7 spaces if the two or more edge spaces are horizontally adjacent.

8 Preferably, moving the game piece includes:
9 moving the game piece horizontally along a first subset of the one or more
10 interior spaces to the two or more edge spaces, then vertically along the two or
11 more edge spaces, and then horizontally along a second subset of the one or more
12 interior spaces if the two or more edge spaces are vertically adjacent; and
13 moving the game piece vertically along a first subset of the one or more
14 interior spaces to the two or more edge spaces, then horizontally along the two or
15 more edge spaces, and then vertically along a second subset of the one or more
16 interior spaces if the two or more edge spaces are horizontally adjacent.

17 Preferably, moving the game piece includes:
18 moving the game piece horizontally along the two or more edge spaces to
19 the one or more interior spaces and then vertically along the one or more interior
20 spaces if the two or more edge spaces are vertically adjacent; and
21 moving the game piece vertically along the two or more edge spaces to the
22 one or more interior spaces and then horizontally along the one or more interior
23 spaces if the two or more edge spaces are horizontally adjacent.

24 Preferably, moving the game piece excludes moving the game piece to or
25 across the starting space and excludes moving the game piece to or across a
26 claimed space twice, placing the lettered tiles on the claimed spaces includes
27 replacing another lettered tile of another player that is located on a claimed space,
28 and placing the lettered tiles on the claimed spaces excludes replacing another
29 lettered tile of the player on a claimed space.

30

31 There is also provided a method for playing a board game, comprising:
32 providing a board having spaces arranged in horizontal and vertical lines in
33 a grid pattern, wherein the spaces include interior spaces within a periphery of the
34 grid pattern and edge spaces at the periphery of the grid pattern;

1 providing players with game pieces such that each player has a
2 corresponding game piece that represents the player;
3 distributing lettered tiles to the players such that each player has
4 corresponding lettered tiles that represent the player and each lettered tile displays
5 a single letter;
6 placing the game pieces on the board such that each game piece is
7 located on a corresponding space; and then
8 the players take turns and for each player, during a turn for the player,
9 using the game piece and the lettered tiles that represent the player:
10 rolling a die to generate a random number to determine a number of
11 claimed spaces that form a continuous segment of adjacent spaces, are adjacent
12 to a starting space where the game piece is located and include and extend to a
13 landing space;
14 moving the game piece from the starting space along the claimed spaces
15 to the landing space;
16 drawing a card from a stack of cards if the landing space is a card space;
17 placing lettered tiles selected by the player on the claimed spaces such
18 that each placed lettered tile is located on a corresponding claimed space
19 regardless of whether the landing space is the card space;
20 awarding a victory point for the player once the placed lettered tiles from
21 the turn or a previous turn are located on adjacent claimed spaces along a
22 horizontal or vertical line of the grid pattern that include and extend between begin
23 and end spaces, the placed lettered tiles are letters of a predetermined word
24 regardless of the order of the placed lettered tiles, thereby forming the word, and
25 the game piece is located on the begin or end space; and
26 declaring the player a winner once the player accumulates a
27 predetermined number of victory points.

28 Preferably, the grid pattern has an identical number of the horizontal and
29 vertical lines, the horizontal and vertical lines have identical rectangular shapes
30 and sizes, spaces are squares and have identical square shapes and sizes, the
31 periphery is a square, the lettered tiles consist of letters of the word and are
32 shaped as the letters they display, and the lettered tiles for different players are
33 identical except that the lettered tiles for different players are a different color.

34 Preferably, awarding the victory point includes the placed lettered tiles to
35 form the word and the player reciting the word.

1 Preferably, the word is "MAGIC" which is an acronym for Making A Great
2 Impression on Customers.

3 Preferably, the placed lettered tiles form a first instance of the word
4 horizontally and a second instance of the word vertically, and the first and second
5 instances of the word intersect one another and share a common lettered tile and
6 each result in a victory point.

7 Preferably, the card rewards the player if the player performs a task
8 described on the card, and the task a quality management pledge of an
9 organization that employs the players.

10
11 Preferably, the card describes a compliment about the player and rewards
12 the player or a complaint about the player and penalizes the player, the compliment
13 is due to excellent customer service and the complaint is due to unsatisfactory
14 customer service.

15
16 Preferably, the card displays a letter, and the player is rewarded for
17 accumulating cards with the letters KAT which is an acronym for KNOWLEDGE,
18 ATTITUDE and TIMELINESS.

19 Preferably, the card is a first card drawn from a first stack of cards if the
20 card place is a first card place, the card is a second card drawn from a second
21 stack of cards if the card place is a second card place, and the card is a third card
22 drawn from a third stack of cards if the card place is a third card place.

23 Preferably, the first card rewards the player if the player performs a task
24 described on the first card, the second card describes a compliment about the
25 player and rewards the player or a complaint about the player and penalizes the
26 player, and the third card displays a letter and the player is rewarded for
27 accumulating third cards with the letters KAT which is an acronym for
28 KNOWLEDGE, ATTITUDE and TIMELINESS.

29

Brief Description of the Drawings

2

3 In order that the present invention may be fully understood and readily put into
4 practical effect, there shall now be described by way of non-limitative example only
5 preferred embodiments of the present invention, the description being with
6 reference to the accompanying illustrative drawings.

7

8 In the drawings:

9 Figure 1 illustrates a plan view of a board game according to a first embodiment;

10 Figures 2 to 5 illustrate different play sequences of the board game according to
11 the first embodiment;

12 Figures 6 to 8 show other variations of moving a game piece according to the first
13 embodiment;

14 Figure 9 illustrates a plan view of a board game according to a second
15 embodiment;

16 Figure 10 illustrates a variation of the board game of Figure 9; and

17 Figures 11 to 12 illustrate different variations of the cards according to the second
18 embodiment.

19

Detailed Description of the Preferred Embodiments

21

22 Referring to Figure 1, a board 3 is provided for playing a board game 2. The game
23 2 may be played by 2 to 4 players. The goal of the game 2 is to accumulate a
24 predetermined number of victory points. A victory point is awarded for the player
25 when the player forms a predetermined word such as for example, "MAGIC".

26

27 The word may be a business objective of an organization which employs the
28 players. The organization may include organizations in the service industry or
29 service training industries. For example, the business objective may be excellent
30 customer service. For service organizations such as for example, Housing &
31 Development Board, the predetermined word may be "MAGIC" wherein "MAGIC" is
32 an acronym for Making a Great Impression on Customers.

33

34 The board 3 has spaces 4 arranged in horizontal lines 6 and vertical lines 8. The
35 horizontal lines 6 intersect the vertical lines 8 to form a grid pattern 10. The grid
36 pattern 10 may have an identical number of horizontal and vertical lines 6, 8, the
37 horizontal and vertical lines 6, 8 having identical rectangular shapes and sizes.

1 The spaces 4 may be substantially identical square shapes. The size of each
2 space 4 may be substantially equal. The spaces 4 include interior spaces 12
3 which are spaces within a periphery 14 of the grid pattern 10 and edge spaces 16
4 which are spaces at the periphery 14 of the grid pattern 10. The periphery 14 may
5 be substantially a square.

6

7 Described below is a method for playing the board game 2.

8

9 **START OF GAME**

10

11 The board game 2 is played on the board 3. At the start of the game, game pieces
12 18 are provided to players of the board game 2 such that each player has a
13 corresponding game piece 18 that represents the player. The game pieces 18 may
14 be figurines such as for example, action figures, toys, miniature tokens or the like.
15 Each player has a corresponding game piece 18 that represents the player.

16

17 Lettered tiles 20 consisting of letters of the word such as, for examples, "M", "A",
18 "G", "I" and "C" are distributed to each player such that each player has
19 corresponding lettered tiles 20 that represent the player. Each lettered tile 20
20 displays a single letter 22. The lettered tile 20 may be shaped as the letters 22
21 they display, for example, a lettered tile 20 displaying the letter A will have a
22 substantially A-shape. The lettered tiles 20 may be coloured. The lettered tiles 20
23 for different players are identical except that the lettered tiles 20 for different
24 players are a different colour.

25

26 Players may select any space 4 as a starting space for the game pieces 18 before
27 each player takes a first turn. More than one game piece 18 may be on the starting
28 space. No lettered tiles 20 may be placed on the starting space.

29

30 In order to create the order of play, players may take turns to roll a die 50 and the
31 player with the highest number on the die 50 takes his or her turn first and the other
32 players take their turns in a clockwise direction or anti-clockwise direction.

33

34 The die 50 is also used to generate a random number to determine a number of
35 claimed spaces 24.

36

1 HOW TO OBTAIN VICTORY POINTS

2

3 To form the predetermined word, the player must place lettered tiles 32 in a
4 continuous segment of adjacent spaces and the placed lettered tiles 32 display
5 each letter of the predetermined word regardless of the order of the placed lettered
6 tiles 32. When the predetermined word is formed, the player is awarded a victory
7 point for forming the predetermined word. The placed lettered tiles 32 that form the
8 word may be adjacent to another placed lettered tile 32 of the player that does not
9 form the word.

10

11 The player may also recite the word "MAGIC" at the time of forming the
12 predetermined word. Awarding the victory point to the player may include
13 providing a game object 35 to the player. The game object 35 may be a token in
14 the shape of a hat or any shape. The player who accumulates a predetermined
15 number of game objects 35 is declared the winner. The predetermined number of
16 game objects 35 may be eleven.

17

18 In a move, the game pieces 18 are normally moved in any direction 9 from the
19 starting space provided the direction 9 is along the horizontal line 6 or vertical line
20 8. Figures 2 to 5 illustrate different play sequences 7A, 7B, 7C, 7D wherein a
21 player may move the game piece 18 and obtain victory points.

22

23 Referring to Figure 2, i.e. play sequence 7A, the player throws a four. As such, the
24 player may move the game piece 18 four spaces 26 in any direction 9 that is along
25 the horizontal line 6 or vertical line 8. The claimed spaces 24 form a continuous
26 segment of adjacent spaces 26 which includes the starting space and extends to a
27 space that the game piece 18 lands, a landing space 30. The claimed spaces 24
28 may be along the horizontal line 6 or the vertical line 8. Alternatively, the players
29 may take turns generating the random number, moving the game piece 18 and
30 placing the lettered tiles 20 on the claimed spaces 24.

31

32 Referring to Figure 3, i.e. play sequence 7B which follows play sequence 7A, the
33 player moves the game piece 18 from the starting space along the claimed spaces
34 24 to the landing space 30 and places one selected lettered tile 20 on each of the
35 claimed spaces 24 including the landing space 30. The game piece 18 is also
36 placed in the landing space 30. Each placed lettered tile 32 is located on a

1 corresponding claimed space 24. The placed lettered tiles 32 may be adjacent to
2 another placed lettered tile 32 of the player that does not form the word.

3

4 Figure 4 illustrates play sequence 7C which follows the play sequence 7B, i.e. in
5 his or her next turn, the player throws the die 50 and moves the game piece 18
6 from the landing space 30 along the claimed spaces 24 according to a number
7 determined by the throwing of the die 50. For example, the player throws a one.
8 The player moves one space and places a lettered tile 32 on the claimed space 24.

9

10 The placed lettered tiles 32 are located on adjacent claimed spaces 24 along the
11 horizontal or vertical line 6, 8 of the grid pattern 10 that extend between a begin
12 space 38 and a end space 40. The placed lettered tiles 32 are letters of the
13 predetermined word, MAGIC regardless of the order of the placed lettered tiles 32
14 and the game piece 18 is located on the begin or end space 38, 40. In play
15 sequence 7C, the player obtains one victory point. Alternatively, the placed
16 lettered tiles 32 may be located on adjacent claimed spaces 24 in one turn or a
17 single turn, and the placed lettered tiles are letters of the predetermined word
18 regardless of the order of the placed lettered tiles, thereby forming the word and
19 the game piece is located on the begin or end space 38, 40. Consequently, the
20 player obtains one victory point. The placed lettered tiles 32 that form the word
21 may be adjacent to another placed lettered tile of another player.

22

23 Figure 5 illustrates another play sequence 7D where the player obtains more than
24 one victory point in a turn. For example, the placed lettered tiles 32 form a first
25 instance 54 of the word vertically and a second instance 56 of the word
26 horizontally, and the first and second instances 54, 56 of the word intersect one
27 another and share a common lettered tile 58. In play sequence 7D, the player is
28 awarded a victory point for each of the first and second instances 54, 56 of the
29 word if he or she forms the first and second instances 54, 56. On the other hand, if
30 one of the instances 54 or 56 belongs to a different player, then the player is
31 awarded a victory point for one of the instances 54 or 56.

32

33 The placed lettered tiles 32 may also form a first instance of the word and a second
34 instance of the word, and the first and second instances of the word may be
35 spaced from one another and each result in a victory point.

36

1 Figures 6 to 8 show other variations of moving a game piece 18 in a player's turn.
2 In Figure 6, the player throws a two on the die 50. Consequently, the claimed
3 spaces 24 are interior spaces 12. As such, the player may move the game piece
4 18 horizontally or vertically.

5
6 When the claimed spaces 24 are interior spaces 12 and a single edge space 16 as
7 shown in Figure 7, the player may move the game piece 18 horizontally or
8 vertically. However, when the claimed spaces 24 are one or more interior spaces
9 12 and two or more edge spaces 16, the game piece 18 would reach the periphery
10 14. As such, to complete the move, the player must move the game piece 18
11 horizontally and vertically as illustrated in Figure 8.

12

13 Moving the game piece 18 excludes moving the game piece 18 to or across the
14 starting space and excludes moving the game piece 18 to or across a claimed
15 space 24 twice. Two lettered tiles 20 cannot occupy a claimed space 24.
16 Therefore, a lettered tile 20 that is placed on the claimed space 24 occupied by
17 another placed lettered tile of another player replaces the another placed lettered
18 tile. The another placed lettered tile is then returned to the another player. If the
19 another placed lettered tile in the claimed space 24 belongs to the player, the
20 player does not replace the another placed lettered tile in the claimed space 24.
21 The player may also not move the game piece 18 to or across the starting space or
22 to or across a claimed space 24 twice.

23

24 The board game 2 requires a reasonable level of alertness of the players. This is
25 because the players not only think of their own moves, but also the moves of the
26 other players.

27

28 Referring to Figure 9, a board 300 is provided for playing a board game 200
29 according to a second embodiment. The goal of the board game 200 is to
30 accumulate a predetermined of victory points first.

31

32 The board 300 has spaces 400 arranged in horizontal lines 600 and vertical lines
33 800. The horizontal lines 600 intersect the vertical lines 800 to form a grid pattern
34 100. The grid pattern 100 may have an identical number of horizontal and vertical
35 lines 600, 800. The spaces 400 may be substantially square shapes. A size of
36 each space 400 may be substantially equal. The spaces 400 include interior
37 spaces 120 within a periphery 140 of the grid pattern 100 and edge spaces 160 at

1 the periphery 140 of the grid pattern 100. The periphery 140 may be substantially
2 a square shape. The board 300 may consist of a graphic 301 at the periphery 140
3 of the grid pattern 100. The graphic 301 may consist of a logo, a trademark, or a
4 tagline. The board 300 may also consist of a company logo 302.
5 A difference between the board 3 and the board 300 is that the board 300 has a
6 plurality of card spaces 62. A method of playing the board game 200 is
7 substantially the same as the method except that if the landing space 30 is a card
8 space 62, the player draws a card from a stack of cards. The player may also
9 place a lettered tile 20 on a card space 62 if the landing space 30 is a card space
10 62. Each stack of cards may be placed on card stack spaces 63 at the periphery
11 140 of the grid pattern 100.

12
13 Alternatively, in a variation of the board 300 as shown in Figure 10, the card
14 spaces 62 may include a first card space 610, a second card space 620 and a third
15 card space 630. Then, when the game piece 18 lands on a card place 62 which is
16 a first card space 610, the player draws a first card 611 from a first stack of cards
17 611. The first stack of cards may be placed on a first card stack space 612.
18 Similarly, the player draws a second card 621 from a second stack of cards if the
19 card place 62 is a second card space 620 and the player draws a third card 631
20 from a third stack of cards if the card place 62 is a third card space 630. The
21 second stack of cards may be placed on a second card stack space 622 and the
22 third stack of cards may be placed on a third card stack space 632.

23
24 Described below are examples of the cards 611, 621, 631 with their corresponding
25 descriptions.

1 **CARDS AND FUNCTION**

2

Card Heading	Card Description	Reward/Penalty
TASK - Maintain Eye Contact Always	Maintaining eye contact with another player for a time period, for example, 30 seconds.	If both players complete the task, both players gain turns to throw the die and move.
TASK - Think on Your Feet	Within a time period, for example, 30 seconds, make five words that start with any of the letters of a word on the card. The words must be related to service.	Upon completion of the task, move two steps in any direction.
TASK - Recite the HDB Quality Service Pledge	The HDB quality service pledge is printed backwards. Within a time period, for example, 30 seconds, recite the quality service pledge in its proper way without making mistakes.	Move one step in any direction.
TASK - Communicate Clearly	Turn to another player on the left. Think of 5 fruits. Within 30 seconds, without making any sound, mouth the fruit names to that player. That player will guess what fruit you are mouthing.	If both players complete the task, both players move 2 steps in any direction.
TASK – Take Ownership	You made a mistake and are afraid of letting your boss know. You have to make a choice: i) Keep quiet and put the blame on the 2 nd player to your right ii) Take ownership of the mistake	If you choose (i), the 2 nd player to your right loses a hat. If you choose (ii), keep this card until you land on "Your Honesty Has Paid Off".

Card Heading	Card Description	Reward/Penalty
TASK – Your Honesty Has Paid Off	If you have the card titled "Take Ownership", exchange the card for a hat.	Your honesty has paid off. Return both "Take Ownership" and "Your Honesty Has Paid Off" cards.
TASK – Anticipate Customers' Needs	Turn your back around. The other players will place their personal items in front of them. After all players have done, you name an item that you think is on the table.	If you correctly named an item that is on the table, you gain another turn to throw the die and move.
TASK – Check for the Correct Amount	At the end of cashier's closing yesterday, it was discovered that there was a shortfall of \$0.50. In 30 seconds, produce the \$0.50 shortfall in 10-cent coins.	If you complete the task, move 2 steps in any direction.
TASK – Be of Good Attitude	A=1, B=2, C=3, D=4, E=5, F=6, G=7, H=8, I=9, J=10, K=11, L=12, M=13, N=14, O=15, P=16, Q=17, R=18, S=19, T=20, U=21, V=22, W=23, X=24, Y=25, Z=26 Every letter above has a number. In 30 seconds, add up the correct figure for the word "ATTITUDE".	If you complete the task, move 2 steps in any direction.
TASK – Make Your Customer's Day	Turn to the player on your left. In 30 seconds, make the player laugh. You may make funny faces, actions or tell jokes. You may not touch the	If you complete the task, you gain another turn to throw the die and move.

	player.	
Card Heading	Card Description	Reward/Penalty
TASK – Persevere On	Take a deep breath and make a sound "Ta". Hold the sound for 30 seconds.	If you complete the task, you gain another turn to throw the die and move.
TASK – Manage Change	Exchange all your hats with the player on your left. Do not exchange your awards.	-
RISK - ?	You've got a compliment! Your customer was unable to come by to sign a document. You went the extra mile by bringing the document to the customer's home for his signature. The customer was gratified with your dedicated service and gave you a compliment.	Move 1 step in any direction
RISK - ?	You've got a compliment! You stayed behind to help finish up the customer's application because the deadline was today. The customer was gratified with your dedicated service and gave you a compliment.	Move 1 step in any direction
RISK - ?	You've got a compliment! You practised the "No Wrong Door" policy. The customer was very impressed by your positive attitude and gave you a compliment.	Move 1 step in any direction

1

Card Heading	Card Description	Reward/Penalty
RISK - ?	You've got a compliment! The customer had an appointment with you. As he could not take leave, you accommodated his time and saw him early in the morning, outside normal operating hours. He was very impressed with your dedicated service and gave you a compliment.	Move 1 step in any direction
RISK - ?	You've got a compliment! The customer came to you with an enquiry. You went the extra mile by providing him with additional information. He was very pleased and gave you a compliment.	Move 1 step in any direction
RISK - ?	You've got a compliment! The customer was unable to reach the officer-in-charge from another department. You went the extra mile by helping the customer check the whereabouts of that officer. The customer was gratified with your dedicated service and gave you a compliment.	Move 1 step in any direction
RISK - ?	You've got a complaint! You had a bad day at home and gave incorrect information to your customer. The customer has complained against you.	Lose a Turn.

1

Card Heading	Card Description	Reward/Penalty
RISK - ?	You've got a complaint! You showed the customer a grouchy face and raised your voice at the customer. The customer has complained against you.	Lose a Turn.
RISK - ?	You've got a complaint! You refused to serve a customer 10 minutes before closing time. The customer has complained against you.	Lose a Turn.
RISK - ?	You've got a complaint! You did not practise the "No Wrong Door" policy and sent the customer on a wild goose chase. The customer has complained against you.	Lose a Turn.
RISK - ?	You've got a complaint! You did not inform the customer of all the documents he had to bring to the office. His trip was wasted and he has to come again. The customer has complained against you.	Lose a Turn.
RISK - ?	You've got a complaint! Customer complained that you were rude.	Lose a Turn.
KAT	K for Knowledge	
KAT	A for Attitude	
KAT	T for Timeliness	

2

1 As illustrated in Figure 11, the first card 611 may describe tasks, "TASK" cards
2 611. The characters "T, A, S, K" are displayed on one side 614 of the card 611.
3 Each task is designed to convey a service essential to the players, such as for
4 example, maintaining eye contact, or reciting a quality management pledge of an
5 organization that employs the players. For example, the landing space 30 is a first
6 card space 610 and the player draws a "TASK" card 611 that corresponds with the
7 first card space 610 landed on. For example, the player lands on a first card space
8 610 "Manage Change", the player draws a "TASK" card 611 with "Manage Change"
9 displayed on the card 611. The "TASK" card 611 rewards the player if the player
10 performs the task described in the card 611. The reward is described in another
11 side 615 of the card 611 and may be that the player gains a move in any direction.

12
13 Referring to Figure 12, the second card 621 may describe risks, "?" cards 621.
14 The character "?" may be displayed on a side 624 of the card 621. Each risk is
15 designed to simulate certain conditions that exist under normal working conditions
16 in the organization. For example, the player draws a "?" card 621 if the game piece
17 18 lands on a second card space 620. The "?" card 621 may contain a compliment
18 about the player and rewards the player or a complaint about the player and
19 penalizes the player. The compliment may be due to excellent customer service.
20 The complaint may be due to unsatisfactory customer service. The compliment or
21 complaint may be described in another side 625 of the card 621.

22
23 Referred to Figure 13, the third card 631 may display a letter, a "KAT" card 631,
24 wherein the "KAT" card 631 contains a predetermined card word 78. For example,
25 the game piece 18 lands on a third card space 630 and the player draws a "KAT"
26 card 631. The player is rewarded for accumulating "KAT" cards 631 with letters of
27 a predetermined card word 78. The card word 78 may be a business objective of
28 an organization which employs the players. The business objective may be
29 excellent customer service. For example, the card word 78 may be KAT and is
30 displayed on a side 634 of the card 631. The KAT is an acronym for
31 KNOWLEDGE, ATTITUDE and TIMELINESS.

32
33 On another side 635 of the card, the "KAT" card 631 displays the letter K in large
34 font and the word KNOWLEDGE in small font. . The "KAT" card may also display
35 the letter A in large font and the word ATTITUDE in small font, or the letter T in
36 large font and the word TIMELINESS in small font.

37

1 An advantage of the board game 2, 200 is that it instills the business objective in a
2 fun and exciting way for the players who are employees of the organization.
3 Another advantage is that the board game 2, 200 is portable and can be used as a
4 training tool in training workshops. The business objective of the board game 2,
5 200 may also be modified according to different business objectives of
6 organizations in the retail industry, hospitality industry, food and beverage industry,
7 or any organization in the service industry.

8
9 Whilst there has been described in the foregoing description preferred
10 embodiments of the present invention, it will be understood by those skilled in the
11 technology concerned that many variations or modifications in details of design or
12 construction may be made without departing from the present invention.

13

1 **THE CLAIMS**

2

We Claim:

- 3 1. A method for playing a board game, comprising:
4 providing a board having spaces arranged in horizontal and vertical lines in
5 a grid pattern, wherein the spaces include interior spaces within a periphery of the
6 grid pattern and edge spaces at the periphery of the grid pattern;
7 providing players with game pieces such that each player has a
8 corresponding game piece that represents the player;
9 distributing lettered tiles to the players such that each player has
10 corresponding lettered tiles that represent the player and each lettered tile displays
11 a single letter;
12 placing the game pieces on the board such that each game piece is
13 located on a corresponding space; and then
14 for each player, during a turn for the player, using the game piece and the
15 lettered tiles that represent the player:
16 generating a random number to determine a number of claimed spaces
17 that form a continuous segment of adjacent spaces, are adjacent to a starting
18 space where the game piece is located and include and extend to a landing space;
19 moving the game piece from the starting space along the claimed spaces
20 to the landing space;
21 placing lettered tiles selected by the player on the claimed spaces such
22 that each placed lettered tile is located on a corresponding claimed space;
23 awarding a victory point for the player once the placed lettered tiles from
24 the turn or a previous turn are located on adjacent claimed spaces along a
25 horizontal or vertical line of the grid pattern that include and extend between begin
26 and end spaces, the placed lettered tiles are letters of a predetermined word
27 regardless of the order of the placed lettered tiles, thereby forming the word, and
28 the game piece is located on the begin or end space; and
29 declaring the player a winner once the player accumulates a
30 predetermined number of victory points.
- 31 2. The method of claim 1, wherein the grid pattern has an identical
32 number of the horizontal and vertical lines, the horizontal and vertical lines have
33 identical rectangular shapes and sizes, the spaces are squares and have identical
34 square shapes and sizes, and the periphery is a square.

1 3. The method of claim 1, wherein the game pieces are figurines.

2 4. The method of claim 1, wherein the lettered tiles consist of letters
3 of the word.

4 5. The method of claim 1, wherein the lettered tiles are shaped as the
5 letters they display, and the lettered tiles for different players are identical except
6 that the lettered tiles for different players are a different color.

7 6. The method of claim 1, wherein generating the random number
8 includes rolling a die.

9 7. The method of claim 1, wherein moving the game piece includes:
10 moving the game piece horizontally or vertically if the claimed spaces are
11 interior spaces;
12 moving the game piece horizontally or vertically if the claimed spaces are
13 interior spaces and a single edge space; and
14 moving the game piece horizontally and vertically if the claimed spaces are
15 one or more interior spaces and two or more edge spaces.

16 8. The method of claim 7, wherein moving the game piece includes:
17 moving the game piece horizontally along the one or more interior spaces
18 to the two or more edge spaces and then vertically along the two or more edge
19 spaces if the two or more edge spaces are vertically adjacent; and
20 moving the game piece vertically along the one or more interior spaces to
21 the two or more edge spaces and then horizontally along the two or more edge
22 spaces if the two or more edge spaces are horizontally adjacent.

23 9. The method of claim 7, wherein moving the game piece includes:
24 moving the game piece horizontally along the two or more edge spaces to
25 the one or more interior spaces to then vertically along the one or more interior
26 spaces if the two or more edge spaces are horizontally adjacent; and
27 moving the game piece vertically along the two or more edge spaces to the
28 one or more interior spaces and then horizontally along the one or more interior
29 spaces if the two or more edge spaces are horizontally adjacent.

1 10. The method of claim 7, wherein moving the game piece includes:
2 moving the game piece horizontally along a first subset of the one or more
3 interior spaces to the two or more edge spaces, then vertically along the two or
4 more edge spaces, and then horizontally along a second subset of the one or more
5 interior spaces if the two or more edge spaces are vertically adjacent; and
6 moving the game piece vertically along a first subset of the one or more
7 interior spaces to the two or more edge spaces, then horizontally along the two or
8 more edge spaces, and then vertically along a second subset of the one or more
9 interior spaces if the two or more edge spaces are horizontally adjacent.

10 11. The method of claim 7, wherein moving the game piece includes:
11 moving the game piece horizontally along the two or more edge spaces to
12 the one or more interior spaces and then vertically along the one or more interior
13 spaces if the two or more edge spaces are vertically adjacent; and
14 moving the game piece vertically along the two or more edge spaces to the
15 one or more interior spaces and then horizontally along the one or more interior
16 spaces if the two or more edge spaces are horizontally adjacent.

17 12. The method of claim 1, wherein moving the game piece excludes
18 moving the game piece to or across the starting space and excludes moving the
19 game piece to or across a claimed space twice.

20 13. The method of claim 1, wherein placing the lettered tiles on the
21 claimed spaces includes replacing another lettered tile of another player that is
22 located on a claimed space.

23 14. The method of claim 13, wherein replacing the another lettered tile
24 includes returning the another lettered tile to the another player.

25 15. The method of claim 1, wherein placing the lettered tiles on the
26 claimed spaces excludes replacing another lettered tile of the player on a claimed
27 space.

28 16. The method of claim 1, wherein awarding the victory point includes
29 the placed lettered tiles to form the word and the player reciting the word.

1 17. The method of claim 1, wherein awarding the victory point to the
2 player includes providing a game object to the player, and declaring the player the
3 winner includes the player accumulating a predetermined number of the game
4 objects.

5 18. The method of claim 1, wherein the word is a business objective of
6 an organization which employs the players.

7 19. The method of claim 18, wherein the business objective is
8 excellent customer service.

9 20. The method of claim 19, wherein the word is "MAGIC".

10 21. The method of claim 20, wherein "MAGIC" is an acronym for
11 Making A Great Impression on Customers.

12 22. The method of claim 1, wherein the placed lettered tiles form a first
13 instance of the word horizontally and a second instance of the word vertically, and
14 the first and second instances of the word intersect one another and share a
15 common lettered tile and each result in a victory point.

16 23. The method of claim 1, wherein the placed lettered tiles form a first
17 instance of the word and a second instance of the word, and the first and second
18 instances of the word are spaced from one another and each result in a victory
19 point.

20 24. The method of claim 1, wherein the placed lettered tiles are
21 adjacent to another lettered tile of another player.

22 25. The method of claim 1, wherein the placed lettered tiles that form
23 the word are adjacent to another lettered tile of the player that does not form the
24 word.

25 26. The method of claim 1, including the player placing the game piece
26 on any space the player selects before the player takes a first turn.

1 27. The method of claim 1, including the players taking turns
2 generating the random number, moving the game piece and placing the lettered
3 tiles on the claimed spaces.

4 28. The method of claim 1, including drawing a card from a stack of
5 cards if the landing space is a card space.

6 29. The method of claim 28, wherein the card rewards the player if the
7 player performs a task described on the card.

8 30. The method of claim 29, wherein the task is maintaining eye
9 contact with another player for a time period.

10 31. The method of claim 29, wherein the task is reciting a quality
11 management pledge of an organization that employs the players.

12 32. The method of claim 28, wherein the card describes a compliment
13 about the player and rewards the player or a complaint about the player and
14 penalizes the player.

15 33. The method of claim 32, wherein the compliment is due to
16 excellent customer service.

17 34. The method of claim 32, wherein the complaint is due to
18 unsatisfactory customer service.

19 35. The method of claim 28, wherein the card displays a letter, and the
20 player is rewarded for accumulating cards with letters of a predetermined card
21 word.

22 36. The method of claim 35, wherein the card word is a business
23 objective of an organization which employs the players.

24 37. The method of claim 36, wherein the business objective is
25 excellent customer service.

26 38. The method of claim 37, wherein the card word is KAT.

1 39. The method of claim 38, wherein KAT is an acronym for
2 KNOWLEDGE, ATTITUDE and TIMELINESS.

3 40. The method of claim 39, wherein the card displays the letter K in
4 large font and the word KNOWLEDGE in small font, the letter A in large font and
5 the word ATTITUDE in small font, or the letter T in large font and the word
6 TIMELINESS in small font.

7 41. A method for playing a board game, comprising:
8 providing a board having spaces arranged in horizontal and vertical lines in
9 a grid pattern, wherein the spaces include interior spaces within a periphery of the
10 grid pattern and edge spaces at the periphery of the grid pattern;
11 providing players with game pieces such that each player has a
12 corresponding game piece that represents the player;
13 distributing lettered tiles to the players such that each player has
14 corresponding lettered tiles that represent the player and each lettered tile displays
15 a single letter;
16 placing the game pieces on the board such that each game piece is
17 located on a corresponding space; and then
18 the players take turns and for each player, during a turn for the player,
19 using the game piece and the lettered tiles that represent the player:
20 rolling a die to generate a random number to determine a number of
21 claimed spaces that form a continuous segment of adjacent spaces, are adjacent
22 to a starting space where the game piece is located and include and extend to a
23 landing space;
24 moving the game piece from the starting space along the claimed spaces
25 to the landing space, including moving the game piece horizontally or vertically if
26 the claimed spaces are interior spaces, moving the game piece horizontally or
27 vertically if the claimed spaces are interior spaces and a single edge space, and
28 moving the game piece horizontally and vertically if the claimed spaces are one or
29 more interior spaces and two or more edge spaces;
30 placing lettered tiles selected by the player on the claimed spaces such
31 that each placed lettered tile is located on a corresponding claimed space;
32 awarding a victory point for the player once the placed lettered tiles from
33 the turn or a previous turn are located on adjacent claimed spaces along a
34 horizontal or vertical line of the grid pattern that include and extend between begin

1 and end spaces, the placed lettered tiles are letters of a predetermined word
2 regardless of the order of the placed lettered tiles, thereby forming the word, and
3 the game piece is located on the begin or end space; and
4 declaring the player a winner once the player accumulates a
5 predetermined number of victory points.

6 42. The method of claim 41, wherein the grid pattern has an identical
7 number of the horizontal and vertical lines, the horizontal and vertical lines have
8 identical rectangular shapes and sizes, spaces are squares and have identical
9 square shapes and sizes, the periphery is a square, the lettered tiles consist of
10 letters of the word and are shaped as the letters they display, and the lettered tiles
11 for different players are identical except that the lettered tiles for different players
12 are a different color.

13 43. The method of claim 41, wherein awarding the victory point
14 includes the placed lettered tiles to form the word and the player reciting the word.

15 44. The method of claim 41, wherein the word is "MAGIC" which is an
16 acronym for Making A Great Impression on Customers.

17 45. The method of claim 41, wherein the placed lettered tiles form a
18 first instance of the word horizontally and a second instance of the word vertically,
19 and the first and second instances of the word intersect one another and share a
20 common lettered tile and each result in a victory point.

21 46. The method of claim 41, wherein moving the game piece includes:
22 moving the game piece horizontally along the one or more interior spaces
23 to the two or more edge spaces and then vertically along the two or more edge
24 spaces if the two or more edge spaces are vertically adjacent; and
25 moving the game piece vertically along the one or more interior spaces to
26 the two or more edge spaces and then horizontally along the two or more edge
27 spaces if the two or more edge spaces are horizontally adjacent.

28 47. The method of claim 41, wherein moving the game piece includes:
29 moving the game piece horizontally along the two or more edge spaces to
30 the one or more interior spaces to then vertically along the one or more interior
31 spaces if the two or more edge spaces are horizontally adjacent; and

1 moving the game piece vertically along the two or more edge spaces to the
2 one or more interior spaces and then horizontally along the one or more interior
3 spaces if the two or more edge spaces are horizontally adjacent.

4 48. The method of claim 41, wherein moving the game piece includes:
5 moving the game piece horizontally along a first subset of the one or more
6 interior spaces to the two or more edge spaces, then vertically along the two or
7 more edge spaces, and then horizontally along a second subset of the one or more
8 interior spaces if the two or more edge spaces are vertically adjacent; and
9 moving the game piece vertically along a first subset of the one or more
10 interior spaces to the two or more edge spaces, then horizontally along the two or
11 more edge spaces, and then vertically along a second subset of the one or more
12 interior spaces if the two or more edge spaces are horizontally adjacent.

13 49. The method of claim 41, wherein moving the game piece includes:
14 moving the game piece horizontally along the two or more edge spaces to
15 the one or more interior spaces and then vertically along the one or more interior
16 spaces if the two or more edge spaces are vertically adjacent; and
17 moving the game piece vertically along the two or more edge spaces to the
18 one or more interior spaces and then horizontally along the one or more interior
19 spaces if the two or more edge spaces are horizontally adjacent.

20 50. The method of claim 41, wherein moving the game piece excludes
21 moving the game piece to or across the starting space and excludes moving the
22 game piece to or across a claimed space twice, placing the lettered tiles on the
23 claimed spaces includes replacing another lettered tile of another player that is
24 located on a claimed space, and placing the lettered tiles on the claimed spaces
25 excludes replacing another lettered tile of the player on a claimed space.

26 51. A method for playing a board game, comprising:
27 providing a board having spaces arranged in horizontal and vertical lines in
28 a grid pattern, wherein the spaces include interior spaces within a periphery of the
29 grid pattern and edge spaces at the periphery of the grid pattern;
30 providing players with game pieces such that each player has a
31 corresponding game piece that represents the player;

1 distributing lettered tiles to the players such that each player has
 2 corresponding lettered tiles that represent the player and each lettered tile displays
 3 a single letter;
 4 placing the game pieces on the board such that each game piece is
 5 located on a corresponding space; and then
 6 the players take turns and for each player, during a turn for the player,
 7 using the game piece and the lettered tiles that represent the player:
 8 rolling a die to generate a random number to determine a number of
 9 claimed spaces that form a continuous segment of adjacent spaces, are adjacent
 10 to a starting space where the game piece is located and include and extend to a
 11 landing space;
 12 moving the game piece from the starting space along the claimed spaces
 13 to the landing space;
 14 drawing a card from a stack of cards if the landing space is a card space;
 15 placing lettered tiles selected by the player on the claimed spaces such
 16 that each placed lettered tile is located on a corresponding claimed space
 17 regardless of whether the landing space is the card space;
 18 awarding a victory point for the player once the placed lettered tiles from
 19 the turn or a previous turn are located on adjacent claimed spaces along a
 20 horizontal or vertical line of the grid pattern that include and extend between begin
 21 and end spaces, the placed lettered tiles are letters of a predetermined word
 22 regardless of the order of the placed lettered tiles, thereby forming the word, and
 23 the game piece is located on the begin or end space; and
 24 declaring the player a winner once the player accumulates a
 25 predetermined number of victory points.

26 52. The method of claim 51, wherein the grid pattern has an identical
 27 number of the horizontal and vertical lines, the horizontal and vertical lines have
 28 identical rectangular shapes and sizes, spaces are squares and have identical
 29 square shapes and sizes, the periphery is a square, the lettered tiles consist of
 30 letters of the word and are shaped as the letters they display, and the lettered tiles
 31 for different players are identical except that the lettered tiles for different players
 32 are a different color.

33 53. The method of claim 51, wherein awarding the victory point
 34 includes the placed lettered tiles to form the word and the player reciting the word.

1 54. The method of claim 51, wherein the word is "MAGIC" which is an
2 acronym for Making A Great Impression on Customers.

3
4 55. The method of claim 51, wherein the placed lettered tiles form a
5 first instance of the word horizontally and a second instance of the word vertically,
6 and the first and second instances of the word intersect one another and share a
7 common lettered tile and each result in a victory point.

8 56. The method of claim 51, wherein the card rewards the player if the
9 player performs a task described on the card, and the task a quality management
10 pledge of an organization that employs the players.

11
12 57. The method of claim 51, wherein the card describes a compliment
13 about the player and rewards the player or a complaint about the player and
14 penalizes the player, the compliment is due to excellent customer service and the
15 complaint is due to unsatisfactory customer service.

16
17 58. The method of claim 51, wherein the card displays a letter, and the
18 player is rewarded for accumulating cards with the letters KAT which is an acronym
19 for KNOWLEDGE, ATTITUDE and TIMELINESS.

20 59. The method of claim 51, wherein the card is a first card drawn from
21 a first stack of cards if the card place is a first card place, the card is a second card
22 drawn from a second stack of cards if the card place is a second card place, and
23 the card is a third card drawn from a third stack of cards if the card place is a third
24 card place.

25 60. The method of claim 51, wherein the first card rewards the player if
26 the player performs a task described on the first card, the second card describes a
27 compliment about the player and rewards the player or a complaint about the
28 player and penalizes the player, and the third card displays a letter and the player
29 is rewarded for accumulating third cards with the letters KAT which is an acronym
30 for KNOWLEDGE, ATTITUDE and TIMELINESS.

31

32