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# The Internal Design Process: Maintaining Good Conflict

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Who am I?



OVERLAND





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# THE PROBLEM

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- Keeping ego out of pitches
- Concrete discussions
- Circle back (unless)
- Trust your experts
- Lean on mentors



# Keeping ego out of pitches

- Identify
- Develop
- Present



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# Identify

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# Develop

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# Present

- Explain Up
- Explain Down
- Engage





# Engage

- Shared goals
- Concrete
- Game-specific



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# WHY

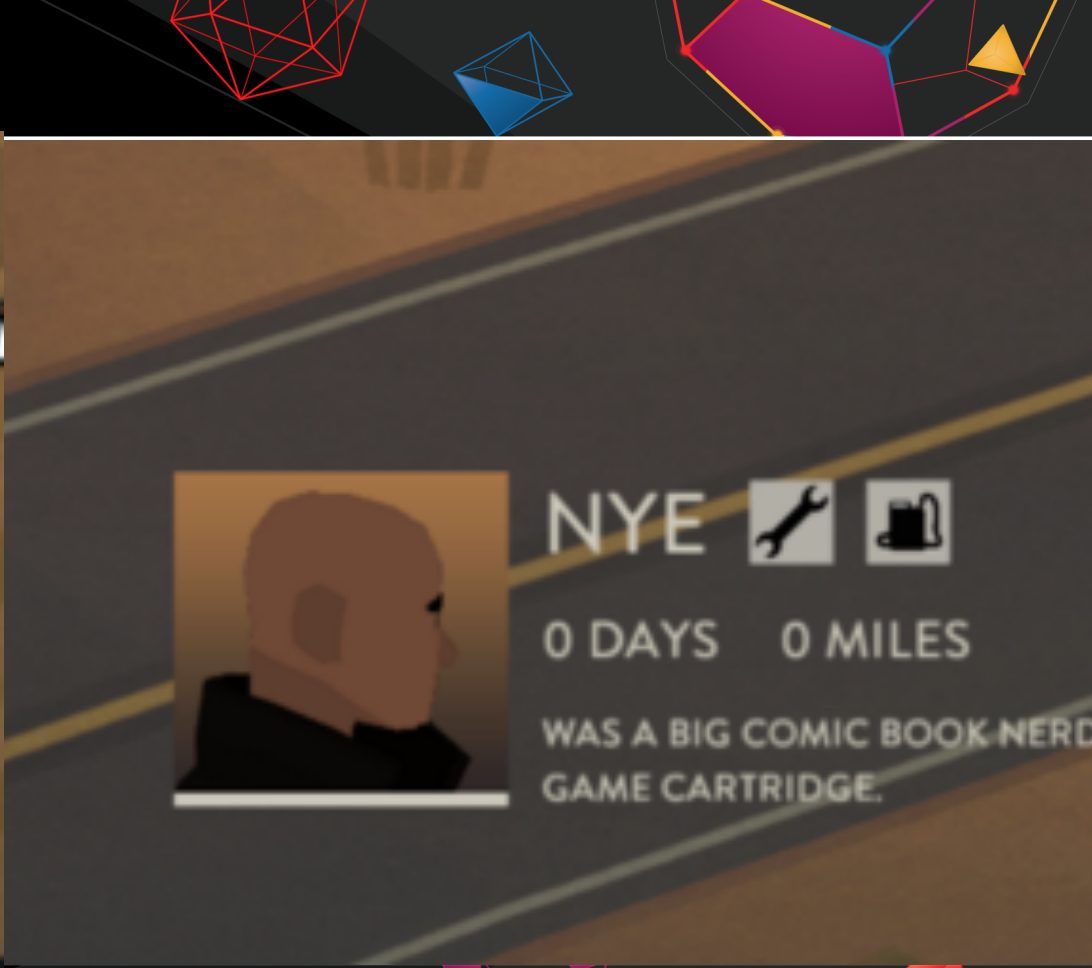
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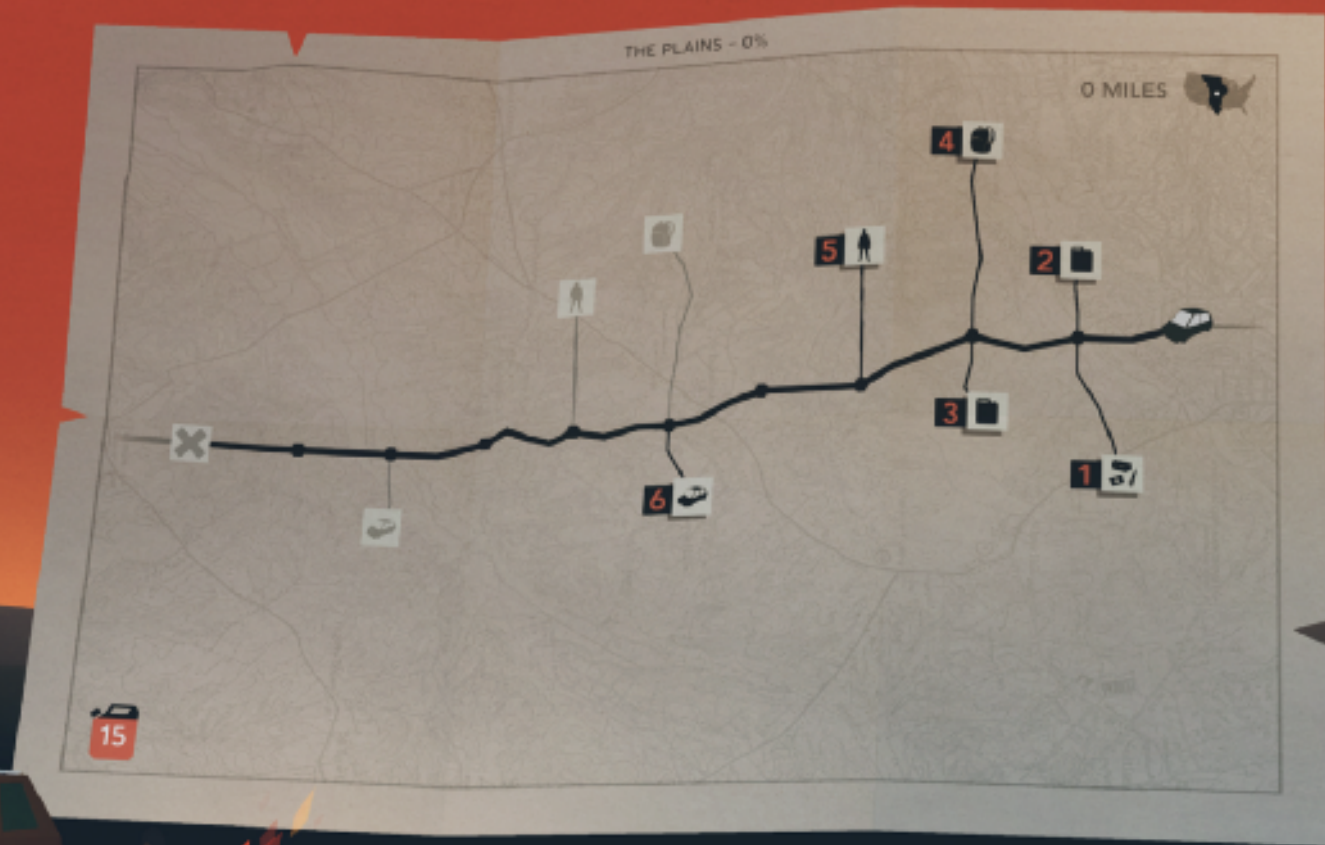


**CLETUS**



**0 DAYS      0 MILES**

**USED TO FIGHT WITH THE SCHOOL BOARD.  
SCARED OF BEING LEFT BEHIND.**











# Circle Back Unless

- Postpone
- Intermediate Impossibles





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# Postpone

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# Intermediate Impossibles

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END TURN








I'd literally kill a man for a taco right now.

PUSH


HANK  
ELLISON








7



DRIVE



DONE



HEAL

MOVE



2

SPILL



2

SPILL

EMPTY

AGILE: DODGE ATTACKS









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?

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# Trust your Experts

- What if nothing worked?
- Lean on Leads
- Trust Team NOT Hierarchy





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# Trust But Verify

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# Mentors

- Prototypes
- Business plans
- Studio practice



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# Prototype Viability

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# Business Plans

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# Studio Practice

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Thank you

Contact Information  
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