

Rules: (2-4 players) From the 'Start' square each player takes turns to spin the numbered hexagon and move their counter by the number indicated. If, on completion of the move, they land at the bottom of a 'ladder', they move their counter up to the square at the top. If they land on the head of a 'snake' they must move their counter down to the square at its tail. A player who rolls a 6 may, after moving, take another turn. The winner is the player whose counter reaches the 'Finish' square.

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The Content Advocate

It's rather like a game of Snakes and Ladders.

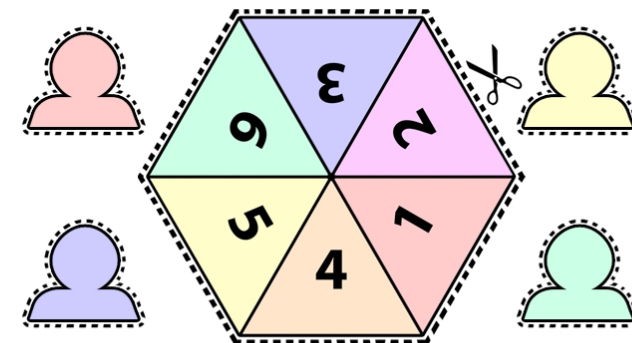
Trying to bang the **web content strategy** drum from within an organisation isn't without its ups and downs. There will be occasions when you believe the message has sunk in; budgets have been promised and a number of key decision makers have been convinced of its merits. But all it can take is a change of personnel, a loss of momentum, or courage to set you back in your efforts.

Snakes

- 16 - That quantitative content audit is taking forever. So much legacy content.
- 52 - Your competitive analysis document is delivered to your boss. He promptly uses it to fix his wonky table. It's not quite the problem you were hoping to solve.
- 78 - A key content strategy ally in the organisation decides to leave to pursue lifelong dream of painting the Forth Bridge. Says it'll be easier.
- 93 - Your draft content strategy document was used to swat a fly (big). Messy.
- 95 - Head of marketing wants a talking bobblehead on the homepage. He. Won't. Be. Swayed.
- 99 - Half of your promised content strategy budget was used instead to purchase a golf buggy. Sat Nav, Bang & Olufsen stereo, cup holder...the lot. Pricey.

Ladders

- 2 - Your content strategy presentation to the key decision makers goes down well. Onwards and upwards.
- 4 - Your competitive analysis has pinpointed achievable improvements to the existing web content. No more playing catch up.
- 9 - Style guide approved and adopted. We have consistency!
- 47 - You've been allocated a larger budget for content creation, delivery, and maintenance. Celebrate with an extra Jaffa Cake.
- 70 - You've organised the existing content and standardised the labelling - all before lunch too. Take a bow.
- 71 - Page templates completed and everyone appears comfortable using them to publish web content. You're nearly there.



Instructions: Carefully cut out around the dotted lines. To use the numbered hexagon as a dice pierce its centre with a sharp pencil (use some sticky tac underneath) and push through a matchstick.