

CLIFTONSTRENGTHS™ FOR GAME DEVELOPMENT TEAMS

BUILD THE TEAM THAT SHIPS GREAT GAMES.

Game studios run on tight production cycles and cross-functional complexity, and they are continuing to grapple with years of industry restructuring. Mattering Lab uses CliftonStrengths™, Gallup's research-backed talent framework, to help teams rebuild psychological safety, sharpen collaboration, and understand how each person uniquely moves the work forward. **Every session, retreat, and coaching conversation is built for your reality, not generic corporate frameworks retrofitted to gaming.**

TEAMS THAT DEVELOP THEIR STRENGTHS DON'T JUST FEEL BETTER. THEY PERFORM BETTER.**23%**

higher employee engagement

72%

lower turnover

3×

more likely to report an excellent quality of life

12.5%

higher productivity on strengths-focused teams

8.9%

greater profitability on strengths-focused teams

Source: Gallup CliftonStrengths™ research.

TRUSTED BY TEAMS ACROSS GAMES & TECH

**BUNGIE COINBASE THATGAMECOMPANY SMOSH DREAMHAVEN SECRET DOOR MOONSHOT
SIDE CAVE BEAR GAMES MIRO VIDEO GAME BAR ASSOCIATION****START WITH A FREE DISCOVERY CALL.**

A no-pressure conversation about your team's goals and the smartest first move.

BOOK YOUR CALL

CALENDLY.COM/MATTERINGLAB

THE STRENGTHS-BASED APPROACH**WHAT'S STRONG HERE? NOT WHAT'S WRONG HERE.**

CliftonStrengths™ is Gallup's research-backed framework for talent development, created by Don Clifton, the father of strengths psychology. His insight was simple: a person's weaknesses hardly improve, while their strengths can develop almost infinitely. For centuries we fixated on fixing what's broken. CliftonStrengths flips that. Instead of asking "what's wrong here?" great teams ask "what's strong here?"

The assessment measures talent across 34 themes, the natural ways we think, feel, and behave, organized into four domains. A strength is the ability to consistently produce near-perfect performance in a task. It grows when we add knowledge, skills, and practice to natural talent, which is why every Mattering Lab engagement pairs the assessment with coaching and real application.

THE FOUR DOMAINS**EXECUTING**

How teams make things happen and get work over the line.

INFLUENCING

How teams sell ideas, speak up, and take charge.

RELATIONSHIP BUILDING

The glue that holds a team together and makes it more than its parts.

STRATEGIC THINKING

How teams absorb information, analyze, and make better decisions.

WHAT IT UNLOCKS

- ◆ Leaders learn to motivate and develop each person based on their natural talents
- ◆ Teams build a shared language and reduce friction around different working styles
- ◆ Individuals gain confidence in their value and stop trying to be someone they're not
- ◆ Studios create cultures where people do more of what they naturally do best

There's no one way to lead. Brenda Romero leads with very different strengths than Mike Morhaime. Amir Satvat leads differently than Leanne Loombe. Great leaders lead from their unique strengths, not by trying to become someone they're not. That's what we help teams discover: how to lead, collaborate, and ship great games by building on what's already strong.

NEW GAME

BUILD FOUNDATIONS

Three core programs that build on each other. Start where your team is, then level up. Every program includes 10 CliftonStrengths™ 34 assessments **and** one-on-one coaching, so insight turns into habit instead of fading after the workshop.

LEVEL 1

STRENGTHS FOUNDATIONS

\$5,000

2 HOURS · VIRTUAL OR IN-PERSON

An introduction to strengths-based development.

- ◆ Understand each person's talent profile and how it shapes the team
- ◆ Apply strengths immediately to daily collaboration
- ◆ Build a shared language that cuts friction and adds clarity

Includes **10 CliftonStrengths™ 34 assessments + 2 coaching sessions**

LEVEL 2 · MOST POPULAR

TEAM ALIGNMENT

\$9,500

HALF DAY · 4 HOURS

An immersive experience that deepens the foundations.

- ◆ Reveal team-wide strengths patterns, superpowers, and blind spots
- ◆ Practice strengths-based collaboration on real challenges
- ◆ Set norms that speed decisions and strengthen accountability across distributed teams

Includes **10 CliftonStrengths™ 34 assessments + 4 coaching sessions**

LEVEL 3

APPLIED LEADERSHIP

\$18,000

FULL DAY · 8 HOURS

Strengths plus high-impact leadership modules, chosen for your team's biggest challenges:

- Change Readiness
- Psychological Safety
- Coaching & Feedback
- Engagement & Motivation
- Inclusive Leadership
- Communication
- Trust
- + more

Includes **10 CliftonStrengths™ 34 assessments + 8 coaching sessions**

Add-ons for any program: additional assessments \$60 / person · additional coaching \$500 / session. Workshops available virtually or in-person.

HOW WE WORK TOGETHER

01

FREE DISCOVERY CALL

A no-pressure conversation about your team's context, pressures, and goals.

02

A TAILORED PLAN

We recommend the right program, scope, and starting point. No upsell, just fit.

03

LEVEL UP

We deliver, coach one-on-one, measure the impact, and adapt as your team grows.

NEW GAME+

GO DEEPER

Sustain the change, embed it in real workflows, and develop leaders one-on-one.

MULTI-DAY RETREATS

FROM \$25,500

Custom-designed, immersive experiences that reset team dynamics, rebuild trust, and accelerate alignment away from daily distractions.

1.5 days · 12 hrs	from \$25,500
2 days most popular	from \$32,000
3 days · 24 hrs	from \$45,000

Includes 10 assessments + up to 10 individual coaching sessions before and after. In-person only; travel and venue managed by client.

LEARNING JOURNEYS

3-12 MONTHS

Sustained development that embeds strengths-based leadership into real workflows through workshops, coaching, and real-world application.

3 months	from \$35,000
6 months	from \$65,000
9 months	from \$90,000
12 months	from \$110,000

Includes custom design, progress measurement, 10 assessments, and monthly group plus individual coaching.

COACHING

Individual coaching creates space for deep self-awareness, intentional growth, and sustained behavior change. Whether you're navigating a leadership transition, developing your team, or thinking through complex challenges, it helps you leverage your strengths to move forward with clarity and confidence.

CLIFTONSTRENGTHS & EXECUTIVE COACHING

FROM \$500 / SESSION

1 HOUR · ONE-ON-ONE

CliftonStrengths Coaching™. Unlock your natural talents and learn to apply them strategically to your most important goals.

Executive Coaching. Navigate leadership transitions, strengthen decision-making, and develop your presence as a leader.

Single session	\$500
3-session package	\$1,350
6-session package	\$2,550
12-session package	\$4,800

Coaching is included with every workshop tier. Add sessions at the rates above. Sessions run 60 minutes and may extend to 90.

ASSESSMENTS

CLIFTONSTRENGTHS™ 34

\$60 / PERSON

Reveals each person's top talents across 34 themes. The foundation for everything we do together.

Top 34 theme sequence, personalized Strengths Insight Report, and Gallup digital tools. 10 included with any program; additional \$60 / person.

S.A.F.E.T.Y.™

\$70 / PERSON

From the Academy of Brain-based Leadership. Measures psychological safety and team dynamics through a neuroscience lens.

Best for rebuilding trust after change. Standalone, or integrated into retreats and journeys.

YOUR GUIDE

MIKE KNOX

A lifelong gamer who built Mattering Lab to support the people behind the games. Mike spent more than a decade in higher education, eventually as founding Director of the Center for Student Leadership at UC Irvine, before turning to the industry he loves. He's a **Gallup-Certified Advanced CliftonStrengths Trainer & Coach**, with training in psychological safety (S.A.F.E.T.Y.™), Dare to Lead, and Gallup engagement. B.A. Psychology, UC Irvine. M.A. Higher Education & Organizational Change, UCLA. Off the clock, he's a Dungeon Master, sidewalk chalk artist, and father.

"People don't need to be fixed. They need to be seen, understood, and given the conditions to do their best work."

MIKE'S TOP 5 STRENGTHS

- 1 Strategic
- 2 Ideation
- 3 Futuristic
- 4 Connectedness
- 5 Self-Assurance

BUSINESS AS A FORCE FOR GOOD

Mattering Lab donates **10% of all proceeds** to causes that matter to gaming. February through July supports **Gamers for CHOC** for Rady Children's Health Orange County; August through January supports **Women in Games International**. To date, Gamers for CHOC has united 50+ gaming organizations to raise \$700,000+ for children's healthcare.

READY TO LEVEL UP YOUR TEAM?

Start with a free discovery call. We'll talk through where your team is and the smartest first move. No pressure, no obligation. Believe me, I'm terrible at sales. I just want to do good work with you and your team.

BOOK YOUR FREE CALL

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