



CLIFTONSTRENGTHS™ FOR GAME DEVELOPMENT TEAMS

# Rebuild trust. Sharpen the team. Ship great games.

The games industry is rebuilding after years of layoffs and restructuring. CliftonStrengths gives your team a shared language to restore psychological safety, tighten collaboration, and see exactly how each person drives the work forward. Every experience is built for the pace, pressure, and cross-functional reality of a modern studio.

Teams that develop their strengths don't just feel better. They **perform** better.

**23%**

higher employee engagement

**72%**

Lower turnover

**3x**

more likely to report excellent quality of life

**19%**

higher sales

**29%**

more likely to report excellent quality of life

Source: Gallup, based on CliftonStrengths™ meta-analysis research.

## TRUSTED BY TEAMS ACROSS GAMES & TECH

**Bungie Dreamhaven Coinbase thatgamecompany SMOSH Secret Door Side Cave Bear Games**

*"Mike's knowledge, empathy, and thoughtfulness create an environment where growth isn't just encouraged. It's inevitable."*

— Games industry leader

**YOUR GUIDE** **mike knox**, Founder, Trainer, & Coach

Gallup-Certified CliftonStrengths Trainer & Coach with nearly two decades developing leaders and teams, specializing in the games industry. B.A. Psychology, UC Irvine. M.A. Higher Education & Organizational Change, UCLA.

## It's dangerous to go alone. Take this.

### NEW GAME: BUILD FOUNDATIONS

Three core programs that build on each other. Start where your team is, then level up.

LEVEL 1

#### Strengths Foundations

**\$5,000**

2 HOURS

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

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

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
- Engagement
- Motivation
- Inclusive Leadership
- Communication
- Trust

**Every core program includes** up to 10 CliftonStrengths™ 34 assessments\*, shared team reports, complimentary 1:1 coaching sessions\* (1 per training hour), and follow-up resources to keep the momentum going.

\*additional CliftonStrengths™ 34 assessments and 1:1 coaching sessions available for purchase)

## NEW GAME+: GO DEEPER

# Coaching, retreats & ongoing journeys

Set the foundations first or jump straight to these options to sustain the change, embed it in real workflows, and develop your leaders one-on-one.

**Custom solutions:** every offering can be tailored to your team's size, challenges, and goals, including in-person or virtual delivery, extended coaching for key leaders, or integration with your production cycles.

### 1:1 Coaching

FROM \$500

Targeted one-on-one coaching to help leaders apply their strengths, navigate real challenges, and accelerate performance.

Single session	\$500
3 sessions <b>save \$150</b>	\$1,350
6 sessions <b>save \$500</b>	\$2,500
12 sessions <b>save \$1,250</b>	\$4,750

### Multi-Day Retreats

FROM \$25,500

Immersive experiences that reset team dynamics, rebuild trust, and accelerate alignment away from daily distractions.

1.5 days	from \$25,500
2 days <b>MOST POPULAR</b>	from \$32,000
3 days	from \$45,000

*Custom design included. In-person only. Travel and venue logistics managed by client.*

### Learning Journeys

3-12 MONTHS

Sustained development that embeds strengths-based leadership into real workflows, team rhythms, and production cycles.

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, and ongoing adaptation.*

### CliftonStrengths™ 34 Assessments \$60 / PERSON

Unlock each team member's top talents with Gallup's assessment. A shared foundation for everything that follows.

With any workshop, retreat, or journey	10 free
Additional CliftonStrengths 34 Report	\$60 / person

*Gallup's rate. We handle all logistics.*

### Organizational Needs Assessment

\$9,500

A structured discovery process that makes sure your investment is targeted and aligned to your team's real challenges before any solution is designed. Best for teams unsure where to start or leaders who want data-driven priorities before committing.

- Pre-assessment alignment and scope definition
- Custom survey and stakeholder interview design
- 4-8 stakeholder interviews
- Analysis and synthesis into clear themes
- Strategic recommendations and prioritization
- Executive summary report and 60-90 minute leadership debrief

**A complimentary discovery consultation is included with every inquiry** to help determine whether a fuller assessment would add value.

**Logistics:** workshops and learning journeys are available virtually or in-person; retreats are in-person only. Travel outside Southern California is billed at actual expense with advance approval.

#### 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

##### GROW TOGETHER

We deliver, measure the impact, and adapt as your team grows.

#### CREDENTIALS

Gallup-Certified Advanced CliftonStrengths Trainer & Coach  
S.A.F.E.T.Y.™ Accredited (level 1 and 2) · Dare to Lead Trained  
Gallup-Trained Engagement Champion · Franklin Covey Certified Facilitator  
The Leadership Challenge Trained Facilitator

#### BUILT ON IMPACT

Mattering Lab donates 10% of all proceeds to two causes:  
*February – July: Rady Children's Health Orange County*  
*August – January: Women in Games International*

## 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

[calendly.com/matteringlab](https://calendly.com/matteringlab)

[info@matteringlab.com](mailto:info@matteringlab.com)

[matteringlab.com](https://matteringlab.com)