

TOOL #3

The Marshmallow Challenge

The Marshmallow Challenge is a fun and educational exercise to build your team. Bringing play to the table, and a healthy dose of competition, this exercise is bound to inspire teamwork.

For this exercise, you need 45–60 minutes and tables set up for each team of participants. This challenge can be done with a minimum of 4 people and no maximum.

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| <p>Each team needs an identical kit in advance; a large envelope containing:</p> <ul style="list-style-type: none">• 20x uncooked straws of spaghetti• 1m of string• 1m of masking tape (tape it to the table)• One standard-sized Marshmallow | <p>You will also need to prepare:</p> <ul style="list-style-type: none">• A measuring tape• Stopwatch• Sound (Prepare an 18 mins playlist) |
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Step 1. Deliver the rules

- Build the tallest free-standing structure
- Make sure the entire Marshmallow is on the top
- Use as much or as little of the Kit
- Break up spaghetti, string and/or tape is allowed
- The challenge lasts for 18 minutes
- Ask if everyone understands the rules

Step 2. Start the challenge

Remind them of the time, vocalise the countdown, walk around and vocalise progress.

Step 3. End the Challenge

- Measure all structures
- Announce the winning team
- Ask everyone how it went and what they learnt
- Wrap up the session with some of Tom Wujec's main insights:
- Kids do Better than Business Students
- Prototyping matters
- This challenge is a metaphor for hidden assumptions in a project
- Finally, show [this Youtube clip](#) at the end.

If you have more time, rerun the experiment and see if the results change.

