

Four stages of the game  
by Seth Godin

You don't even **realize** there's a **game**.

And any contest, market, project or engagement is at some level a game.

You start getting **involved** and it feels like a matter of **life or death**.

Every slight cuts deeply, every win feels permanent.

"This is the most important meeting of my life..."

You realize that it's a game and you **play** it with **strategy**.

There's enough remove for you to realize that winning is important but that continuing to play is more important than that. And playing well is most important.

You get **bored** with the game, because you've seen it **before**.

Sometimes people at this stage quit, other times they sabotage their work merely to make the game feel the way it used to.

And then **A NEW DIFFERENT GAME** begins.