

innovativedutch

serious games for serious professionals

Why innovation matters

The world around us is in continuous state of change: while populations grow and the need for general well-being increases, also the demand for products and services increases. Furthermore, the increasing uncertainty of Fourth Industrial Revolution, technology and society convergence, the world we live in today will profoundly change.

These trends will create structural changes in business environment and innovation is the answer to this turbulence. Innovation helps companies to create sustainable value by exploring and exploiting new viable offerings. As a result, innovative companies will stand out from competition and be able to impact the industrial chains, markets and society.

Innovation Management Game

Innovation management is a theory that seamlessly integrates many business disciplines. In order to apply innovation management in business practise, it is necessary to be able to understand the real complexity of it.

In 2012, Innovative Dutch created an algorithm that simulated a broad array of innovation theory in a game environment which was the birth of the Innovation Game. The simulation addresses both strategic thinking and tactical craftsmanship, while introducing the full spectrum of the innovation landscape to its players. Since then, the game has been integrated in many top-level university curricula and graduate training programs worldwide.

Gameplay

You will battle against virtual teams to make your company innovative. Each round in the game simulates a year in in real-life: a year in which you can set out new strategies, apply different tactics and collaborate with others to pursue your mission. The game spans 6 weeks: during each week we will play 1 round. The program will be as follows:

| Innovation Management Game | |
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| Week | Agenda |
| 1 | Lecture: welcome & kick-off - Round 1: marketing, branding, creativity, idea generation |
| 2 | Lecture: innovation & markets - Round 2: technology management, new product development, co-creation |
| 3 | Lecture: innovation and idea management - Round 3: innovation culture & teams, sustainable innovation |
| 4 | Coaching session (30 minutes) - Round 4: entrepreneurship, corporate venturing |
| 5 | Lecture: innovation systems - Round 5: open innovation, innovation ecosystems |
| 6 | Round 6: business model innovation, strategic innovation - Feedback webinar |

What you'll gain

The key take-aways for the players are:

- Learn how to deal with strategic paradox: limited time & limited budgets. It's a common pitfall for companies to be forced to focus on current sales/operations (and not be able to cope with churn on the long run).
- The game helps you to make a deliberate choice between the most effective tools for idea creation, concept testing and market adoption.
- Innovation Management requires bottom-up commitment and team effort in every stage.
- Innovation Management requires integrated business planning to avoid suboptimisation.
- Involve both internal and external players in the innovation management process in order to get better success ratios.