

## Innovation Management Game

The Innovation Management Game is a simulation game about innovation for university students, students in higher education, and innovation professionals in post-academic training programs. You start out in the role of an 'innovation specialist' in a medium-size company that develops innovative consumer products. It is your task to implement the budget that has been assigned to your department as well as possible. You are given an 'innovation portfolio' to manage and you try to translate new technologies or trends into concrete business cases and access to markets. Should you choose a radically new strategy, or do you focus on innovation step-by-step?

This game lets you experience:

- how to achieve a large impact with limited means;
- how to use Open Innovation to work with startups, universities and research institutes;
- how you can balance the requirement of remaining operational with strategic choices and long-term investments;
- and how to evaluate and analyze key performance indicators (KPI).

## Teaching Objectives

In the Innovation Management Game you deal with other players in a team. At the same time you compete with other teams. The players:

- learn how to consult the current literature in the area of innovation (management), which includes social innovation, technological innovation, innovation in business models and open innovation;
- become motivated in a multidisciplinary and integral approach to innovation management;
- acquire essential innovation skills by collaborating with others;
- and assume different roles in discussions.

## Gameplay

The game consists of six rounds, played one after the other, for example, in a day of inspiration, in an interactive week, or in conjunction with a multiple-week teaching program. The game can be expanded to include additional tasks.

## Results

Players in the games of Innovative Dutch consult more study materials, get hands-on experience, are more satisfied with the course, and 30% more people complete the course successfully on the first try.