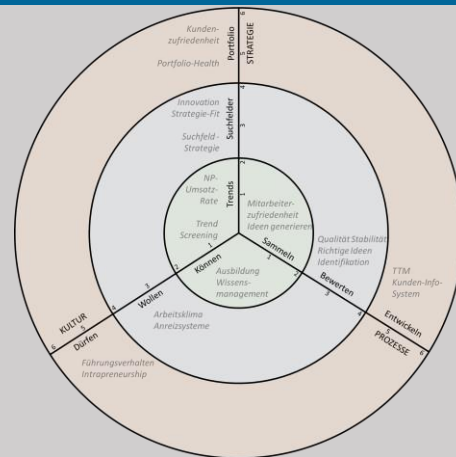


INNOVATION GAME

SIMULATOR

Generating ideas that generate ideas



If you want to succeed,
double your failure rate.
THOMAS WATSON

SUMMARY

IMPORTANCE OF INNOVATION MANAGEMENT FOR ORGANIZATIONS OF TODAY

Innovations are ideas transformed into sales and competitive advantages. Innovation management is the planning, control and control of innovations such as ideas for new, improved products, processes and their organization as well as their implementation and exploitation on the market. Constant changes at ever faster pace make effective innovation management increasingly necessary. Ideally, this will expand the possibilities for new services, products, as well as organizational development and co-creation. Executives and employees are not only required in their professional competence in this regard. As know-how carriers, they are required to anchor innovation management, which is necessary for the development of all innovation fields, deep in the organization. A successful, innovative organization is a field of relationships in which trust grows and grows.

INNOVATION SIMULATOR - UNIQUE INNOVATION MANAGEMENT TOOL

The Innovation Simulator allows teams to experience the impact of introducing and evolving innovation management. The goal of the game is to develop a process model and to create concrete measures for the operational environment. Our simulation is a simulation game in which the participants are not only trained in the craft of innovation management, but also learn individually and with each other how significant efficient innovation management is. The game situation builds the basic foundation of trust, which encourages collaboration and knowledge sharing, so that new ideas, visions and results develop quickly. The simulation supports both individuals and organizations for which cross-organizational collaboration is important. Sceptics will also find access to innovation management while playing.

OBJECTIVES

- A better understanding of the dynamics and blockades of innovation execution and how to address these
- Increased reflection on specific organisational issues and how to improve at handling missed targets, lost strategic focus and resource allocation in complex organisations
- Evaluation tool to become better at allocating resources and measure success

KEY DECISIONS

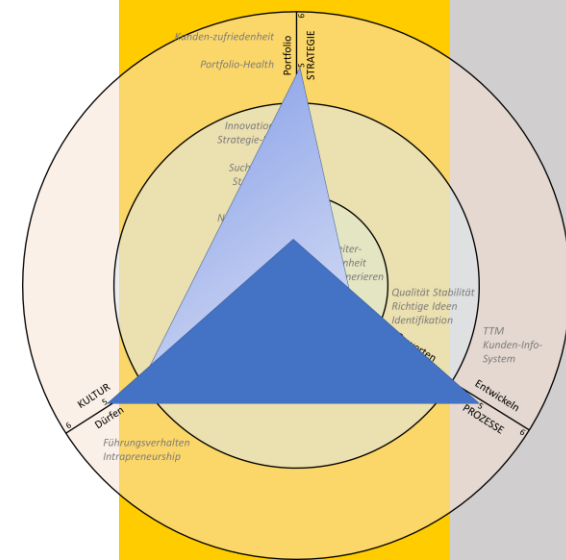
TRAINING INNOVATION MANAGEMENT BY INNOVATION SIMULATOR

Innovation Simulator is a board-based simulation in which participants are challenged with respect to their ability to create results through knowledge sharing and establishing an innovative culture.

Innovation Simulator trains the participants in the art of innovation management. The simulation is not only a playground where the participants can try out innovation management in a fictional world, it is also a framework for the creation of real ideas and measures to work on.

It's a tough process that is educational and helps to create fresh ideas and perspectives.

Each participant is equipped with unique but limited knowledge and qualifications. The participants know which results to target, but they don't know how to reach them. Therefore they need to share their unique knowledge with each other, use one another's competences, and create strategies and relations.



APPLICATIONS

- Review of actual innovation state
- Innovation-KPI & Dashboard builder
- Overcome barriers and blockade in innovation projects once the team is stuck
- Starter or warm-up exercise (icebreaker) with a focus on innovation project-collaboration
- Tool for training innovation competencies to all departments of the organisation (i.e. sales, marketing, hr, r&d, production&services, etc.) who work in innovation management

FACTS

- Caters to organisations, companies and institutions that want to foster cross-organisational innovation and learning
- Supports knowledge sharing, cooperation, and innovation implementation
- One set of Innovation Simulator can be used by 6-18 participants, who play in groups of 4 to 6 persons
- It is possible to use several sets of Innovation Simulator during the same session, so several hundred people can participate at the same time
- Duration; 5 - 8 hours
- Can be used as a course in itself, as part of a longer training programme, or as a kick-off in workshops where the participants need to get started in innovation management
- Can be facilitated by SimulationCompany or by your own employees who have been certified by SimulationCompany.
- Is available in German and English.

TOOLS

