



# The game is

**ON.**

Playing seriously with innovation

## What is it all about?

You want to breathe new life into your innovation culture? You want your employees to think about new ways to better serve your customers and turn ideas into winning business models? Great! We translate your innovation challenges into an interactive game that let participants experience best-of-breed innovation tools and methods in a playful environment. The game is based on the idea of “Design Thinking“ and “Lean Startup” that is widely taught and practiced by successful startups and corporate innovators around the world.

## How does it work?

You explain to us your innovation challenge, which we turn into a customized game design that is tailored to your requirements. The game will be played in a workshop setting, allowing participants to accomplish a mission. They will work in teams, slip into team roles to invent and implement a new business model in your industry. They will face unexpected challenges on the way. A reward system will push them beyond limits for one goal: To provide participants with a unique learning experience and help them become successful innovators.



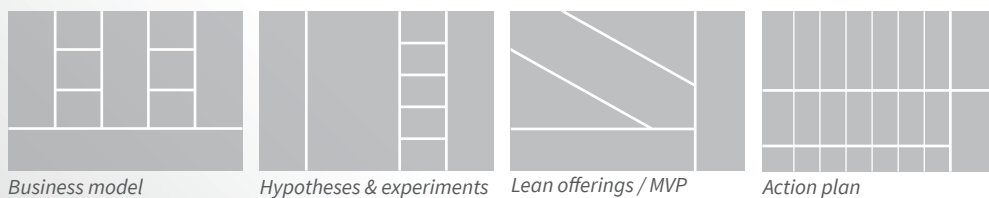
## Learning objectives

- + Reflecting the challenges of innovation management
- + Getting familiar with “Design Thinking“ and “Lean Startup“
- + Designing business models and service scenarios
- + Conducting hypotheses-driven experiments
- + Managing agile implementation processes
- + Reacting upon external and internal interventions
- + Managing high-performance and interdisciplinary teamwork

## Target groups

- + Senior executives
- + Business developers
- + Marketing experts
- + Innovation managers
- + Innovation consultants
- + Entrepreneurs
- + Students (MBA)

## Tools



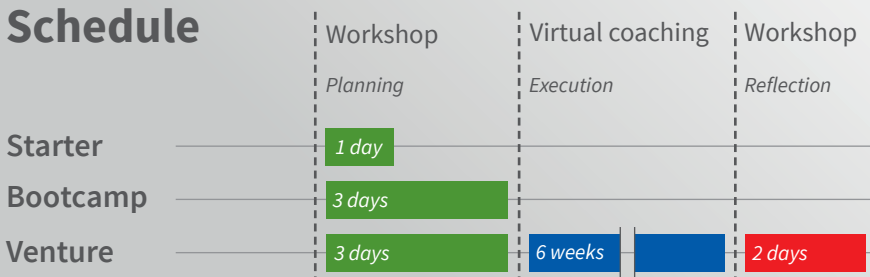
The game is played with a set of visual worksheets that guide the teams through the process.

## Packages

		most popular	
	Starter	Bootcamp	Venture
Participants	12-30	12-30	12-30
Duration	1 day	3 days	7 weeks
Case	1	1 <span style="background-color: #f7941d; color: white; padding: 2px;">customized</span>	1 <span style="background-color: #f7941d; color: white; padding: 2px;">customized</span>
Interventions	2	5	10 <span style="background-color: #f7941d; color: white; padding: 2px;">customized</span>
Worksheets (PDF)	●	●	●
Handbook (PDF)	●	●	●

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The training is available in English, German. Retail discounts for certified trainers and group discounts upon request.

## Schedule



## Played at

- + University of St. Gallen
- + TU München
- + Telefónica Germany
- + Climate-KIC / EU
- ...and many other clients