



A skill development game about innovation culture

From idea to implementation

There isn't a singular recipe for building an organisation that has a successful experience with innovation. Which strategy is the most effective depends on a compilation of factors. Like what type of business you're in, which concrete challenges you're facing and how mature the organisation is. In reality, the challenge is rarely getting the ideas. The challenge is getting innovation to be an integrated part of the organisation. That's why the game INNOCULTURE focuses on integration, leading innovation and on how you're creating an effective and motivating innovation culture.

Establishing a collective understanding of language

In INNOCULTURE you're playing a fictional organisation that is going through different development phases. In each phase, you have to decide how to invest your resources e.g., a portfolio overview, involving the final user, incentive structures etc. Through the game, you are creating a common understanding across your organisation and a foundation for making decisions. The game presents some concrete tools for, how you can strengthen your own organisation's ability to foster and drive innovation.



Action-oriented skill development

1. You get a common language about innovation and a common picture of your own organisation's challenges and potential for development.
2. You'll identify concrete initiatives that will strengthen your organisation's innovation power as well as collective ownership in connection with the continuous process.
3. You'll get a different experience together, that both are challenging professionally, intense, competition-oriented, and fun.

Application and target audience

The game is especially suited for development processes, for skill development both in teams and as individuals, as an inspiration for themed days, as a process tool in innovation projects, as well as in networking situations. The game is widely aimed at both leaders and employees. Or said in short; for everyone who's affected by innovation.

For further information about INNOCULTURE:

Contact Copenhagen Game Lab

Phone: +45 7070 2227

Mail: Info@cphgamelab.dk