



# Innovation Games

*Serious Games  
for Inspiring Ideas*

41north.com.tr ♦ formore@41north.com.tr



## DURATION

2 Days



## LANGUAGE

Turkish – English



## TARGET AUDIENCE

Executives from all functions such as business development, strategy, marketing, and sales who seek to initiate or lead innovation processes, as well as manage new innovation sources and channels within their business.



## METHODOLOGY

Gamification



## GAMING PRODUCTS

Tech-It, Cubification

## ADMISSION REQUIREMENTS

♦ No requirements

## LEARNING OUTCOMES

- ♦ Being Customer Centric
- ♦ Transfer technology to industry
- ♦ Think out of the box
- ♦ Problem solving
- ♦ Building new business models
- ♦ Creating innovative ideas of products, services or processes in main categories: Feasible, Original, Distruptive



## Innovate, Therefore I Am.

### *Serious Games for Inspiring Ideas*

*As today's innovation processes are advantage for competitive market and industries, the need for engaging people in a different fashion with different methodologies came clear for discussion.*

*Our aim is to engage expert and non-experts in the innovation process, which includes colleagues and co-workers as well. To accomplish the process of gamification, we are going to use rubik cubes even transform technology into cardboard. The idea is that can we allow people to manipulate complex concept and create new products or services. By doing this, the companies are able to see whose market is reactive to this process or who to adapt gamification process. With the attendance innovative leaders, the forthcoming era beckons a great deal of excellent products and services.*

Starting with managers' own context we are going to help them identify new game changers and create new product and services. The process works in numerous industries; retail, finance, service, energy field, etc. We have experimented lot of situation at the international level and the

idea is to create a portfolio of products, services, could be processes, could be also platform and application and to find sustainable revenue stream. And to do this we make leaders manipulate real games, tangible games and prototype the idea.



# Getting in *on the game*

*Increasingly, organisations are using entertaining ways to train and motivate their employees.*

Work vs. play. To bridge the gap between these apparent opposites, companies are now resorting to games that combine a serious purpose – recruitment, training, communication – with an entertaining method. According to H el ene Michel, professor of Innovation and Gamification at Grenoble  cole de Management, it is only natural that these two worlds would come together. “First, you have the incredibly popular world of gaming,” she says. “Its power to motivate is now recognised in research and it has invaded every realm of society via video games. Then you have the performance-driven business world, which is always looking for ways to increase employee engagement.”

## TOP-DOWN APPROACH

“Serious games” have been part of the business world since the mid-2000s. French cosmetics giant L’Or el was an early adopter in 2000 when it came out with e-Strat Challenge. “Serious games first developed top-down,” says Michel. “A head of HR or communication would order a serious game as a way either to help employees acquire knowledge or skills, or to deliver a key message to the general public.”

Another pioneer was Fishing Cactus, a Belgian studio created in 2009. “We created games for smartphones, computers and consoles for a broad portfolio of clients to help them communicate messages or train staff,” recalls head of sales Laurent Grumiaux. In Europe, the company’s clients include French giant Dassault Aviation, UK pharmaceuticals company GSK and the European Commission.

## COLLABORATIVE GAMES

Now the trend is more bottom-up. “Games in business organisations are now subtler and more pervasive,” explains Michel. “Companies are no longer trying to deliver a message, but encourage behaviour and capture information.” A growing number of serious game orders come from innovation and transformation departments.

Serious games comes in digital, board or role-playing formats. Ole Broberg, head of Studies for the Master’s programme in Design and Innovation at the Technical University of Denmark develops “design games” to enable people with different professional background to collaborate on designing a type of technology or

organisational work structure. From 2010 to 2012, he examined the renovation of an outpatient clinic in Greater Copenhagen. “We led three sessions with 10 people involved in medical care – doctors, secretaries and nurses,” he recalls. “We wanted to simulate the future clinic using games, including a Lego set and figures. They each played their own role and the scenarios varied to see how a given reorganisation would impact the patient care pathway.” Despite some initial scepticism, the team really got into it. “Unlike with traditional brainstorming, we can more easily identify ourselves, understand and bring in our experiences and ideas in a collaborative setting.”

## MAKING GAMES EASIER TO CREATE

Developing video games used to be expensive, but now a number of authorware programmes have come out, such as ITycom and Unity. “These systems are used to develop games at a lower cost,” says Raphael Granier De Cassagnac, a physicist with the Leprince-Ringuet Laboratory at  cole Polytechnique (L’X). “For instance, Unity features libraries of assets – animations, textures and 3D models – developed by a highly active community.”

The development of new types of media could make serious games more immersive. “Augmented reality and virtual reality should help us better understand non-visible scientific environments, for example, by submerging players deep into collisions of elementary particles,” says Granier De Cassagnac, who is currently developing a serious game to make particle physics better known by the general public.

## THE ERA OF GAMIFICATION

While the revenues generated by the serious game market are expected to quadruple to \$17 billion by 2023, the boundary between the business world and the gaming world is increasingly porous. A recent conference in Paris on the future of learning was co-organised by the Ubisoft agency and Microsoft. “Employees see their physical and virtual workspaces becoming more ‘gamified,’” says Michel, citing Outlook as an example. “Every day, people open their messaging system to see the task list in their calendar. But we could transform that to-do list into a pursuit, integrating a few elements from gaming. They would do 10 to 15 minutes a day of fun activities and after a month they’d be fully trained.”

\* Originally published on <https://technologist.eu> at DATE - 15 OCTOBER 2018



### Location:

41 NORTH BUSINESS SCHOOL  
Learning Hub  
K uc uk Ayasofya Mah.  
 ehit Mehmetpa a Sok. No.26  
Sultanahmet Fatih İstanbul



### Phone:

Phone: +9 0850 554 41 41



### E-Mail:

[www.41north.com.tr](http://www.41north.com.tr)  
[formore@41north.com.tr](mailto:formore@41north.com.tr)

### Follow Us:

