

# innovativedutch

serious games for serious professionals

## Executive Simulation Games at Innovative Dutch

The world around us is in continuous state of change: while populations grow and the need for general wellbeing increases, also the demand for products and services increases. Furthermore, because of the increasing uncertainty of technological, environmental, and societal challenges, the world we live in today will profoundly change. These trends will create structural changes in business environment and innovation is the answer to this turbulence. Focusing on innovation helps business schools to create meaningful value for their students. As a result, innovative companies will much better be able to address consumers' needs, both now and in the years ahead.

## Innovation Management Game

Our executive education programs are based on the award-winning Innovation Management Game. The games can be played from 10 – 250+ people simultaneously and the participants will battle in teams of 3-5 people with each other. Parallel to the simulation, we'll offer feedback and/ or in-depth learning sessions about innovation management to help the participants to further increase their expertise by focusing on methodologies for continuously unleashing and harnessing value for their organization and clients. At the end of the program, participants will receive a Certificate of Completion issued by Innovative Dutch. Our programs can be offered both online, hybrid, and offline.

Innovation management is a theory that seamlessly integrates many business disciplines. In order to apply innovation management in business practice, it is necessary to be able to understand the real complexity of it. Innovative Dutch created an algorithm that simulated a broad array of innovation theory in a game environment: the Innovation Management Game was born. The simulation addresses both strategic thinking and tactical craftsmanship, while introducing the full spectrum of the innovation landscape to its players. Since then, the game has been integrated in many top-level university curricula and corporate training programs worldwide.

## Gameplay

The gameplay evolves around different teams that battle against each other create the most innovative company in their industry. The game consists of 5-6 rounds. Each round in the game simulates a year in in real-life: a year in which you can set out new strategies, apply different tactics and collaborate with others to pursue your mission. During each round, new topics are introduced into game.

Simulation round	Core topics
Round 1	Marketing, Branding and Ideation
Round 2	Technological Innovation and Co-creation
Round 3	Innovation Teams & Cultures
Round 4	Corporate Venturing & Intrapreneurship
Round 5	Open Innovation
Round 6	Business Model Innovation

The game can be played in different set-ups: a 1-day session for a high-intensity, brief introduction in the topic, as a 3-6-week program to take a deep dive into the simulation and as a full course including several in-depth lectures about the topics. A summary of each set-up is displayed below:

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Day Program (example)	2-Week Program (example)	6-Week Program (example)
09.00: Welcome & Introduction 09.45: Round 1, submit results before 10.30: Break [game run] 10.45: Round 2 11.30: Work on assignment 12.00: 1-minute pitches [game run] 12.30: Round 3: speed round 13.00: Lunch break [game run] 14.00: Quiz & Q&A 14.30: Round 4 15.15: Work on assignment [game run] 15.45: Round 5, speed round 16.00: Group assignment [game run] 16.30: Grand Finale & Award 17.00 End	Day 1: preparation assignment Day 2: Kick-off (Round 1)* Day 4: Round 2 (self-paced) Day 5: Feedback Session (Round 3)* Day 6: Round 4 (self-paced) Day 8: Round 5 (self-paced) Day 10: Grand Finale (Round 6)*  * the sessions take up 3-4 hours each.	Week 0: preparation assignment Week 1: Kick-off (Round 1)* Week 2: Round 2 Week 3: Feedback Session (Round 3)* Week 4: Round 4 Week 5: Round 5 Week 6: Grand Finale (Round 6)  * the sessions take up 3-4 hours each.

A detailed manual of the Innovation Management Game can be found [here](#).

## What you'll gain

At the end of the training, participants:

- are able to manage the paradox of both unleashing and harnessing creativity and entrepreneurial thinking in organizations;
- are able to understand the mechanisms, systems, and processes behind commercializing new and innovative solutions;
- are able to make balanced decisions regarding prioritization in the innovation process;
- are able to realize the importance of a culture of experimentation and open collaboration;
- are able to learn quickly, both from colleagues, the environment and themselves;
- are able to deal with ambiguity in the innovation process, removing roadblocks, examining risks and using both analysis and instinct.

## Screenshots



*Innovation Management Simulator*



*Teams playing the game on location*

## Modules

We also offer a variety of different modules, that can be combined with the games.

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## 1. Business Model Innovation

This session has a strong focus on creating and capturing value as part of the innovation process. We'll take a deep dive into value creation models, such as the Value Co-Creation Framework (Michel) and the Value Proposition Canvas (Osterwalder) . We then build a bridge between value creation and business model innovation. We'll learn how to (re) design innovative business models, based on the framework laid out in the Invincible Company (Osterwalder) .

## 2. Open Innovation

During this module we start by zooming in on the role of 'trust' in creating a culture for innovation, open collaboration and collegiality (i.e. Laloux) . When understanding the phenomenon of trust in business deeply, we make the bridge towards different forms of open innovation – with a focus on open innovation in SMEs (Chesbrough; Lee) . We will understand the nature of 'innovation-driven enterprises' as opposed to traditional SMEs (i.e. Murray) and discuss mechanisms on how innovation-driven enterprises tap into, and co-create the different elements of highly effective innovation ecosystems.

## 3. Responsible Innovation

In this module, we'll move the focus to the future. During the workshop we'll introduce a scenario framework that helps us flagging technological trends and 'red alerts' of the future (i.e. Van den Burgt) . We take time to understand 'technological disruption', dive into the 'the diffusion of innovation' and how companies can respond to ever-changing and unpredictable markets. We introduce a process of assessing the responsibility of innovation – in order to design innovative solutions that have more impact.

## 4. Innovation Ecosystem

An introduction into the (Schumpeterian) economics of innovation, a brief history of innovation, innovation systems and democratizing innovation.

## 5. Innovation Management

A managerial module explaining how to design organizations in such a way that they accelerate seeking opportunities for innovation and harness possibilities.

## 6. Innovation Methodologies

A detailed session into stage-gate funnelling and alternative approaches to structurally address innovation processes.

## 7. Creative Thinking

Dealing with creative leadership to engage further into the fuzzy front end of innovation. We'll discuss various creative thinking tools.

## 8. Design Thinking

Explaining the role of design in innovation and business. We'll include methods for user research, design thinking and agile working.

## 9. Entrepreneurship

This module takes the business model canvas to a next level. We'll introduce the topic of corporate venturing and help you enable corporate start-ups in your business.

## 10. Innovation Strategy

Dealing with strategy is dealing with paradoxes. We'll discuss a wide range of paradoxes and talk about the role of marketing in innovation.

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## Pricing

Please find our pricing structure below. All prices are per person. All prices exclude VAT and possible travel, and accommodation costs. The prices include all preparations, kick-off session, feedback session, access to a wide range of materials, including the e-book "Innographics: a visual guide to innovation management". We'll always send you a detailed quotation first for your approval. The invoice will be sent 2 weeks prior to the first day of the training program.

Participants	Day Game	Standard Game	Module (half-day)
Base price	€650	€1429	€499
Participant 1-10	€65	€90	€55
Participant 11-20	€50	€80	€45
Extra participants	€35	€70	€35

Academic institutions are eligible for a discount on abovementioned tariffs:

Participants	Day Game	Standard Game	Module (half-day)
Base price	€450	€1000	€350
Participant 1-10	€45	€65	€40
Participant 11-20	€35	€55	€30
Extra participants	€25	€50	€25

The following cancellation measures apply:

- In case of cancellation of the training less than 3 months prior to the first workshop day, a fee of 25% is charged.
- In case of cancellation of the training less than 6 weeks prior to the first workshop day, a fee of 50% is charged.
- In case of cancellation of the training less than 3 weeks prior to the first workshop day, a fee of 100% is charged.

Our [terms and conditions](#) apply to all our offerings.