



Instructions for Trainers

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OBJECTIVES

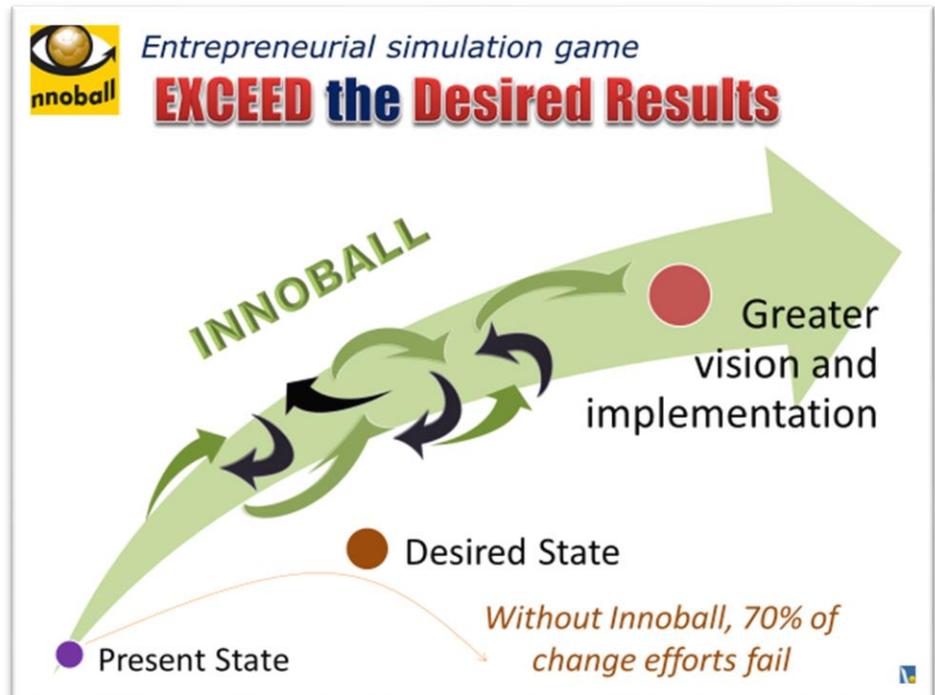
3 in 1

INNOBALL simulation game helps to:

1. Strengthen a disruptive project (business case, value created, business model, implementation strategies)
2. Train and strengthen the project team
3. Assess the strength of the project team and each its member

Radical innovations help you stay ahead of the curve in a changing marketing landscape.

INNOBALL helps you implement radical innovation projects successfully.



MINDSET

Win-Win Mindset

The task of the teams is not to conquer the opponent team, but to make the project stronger in cooperation with them. An anticipated challenge should not kill the project but inspire the opponent team to invent the most beneficial way out of the situation.



Win-Win Mindset

Don't kill the opponents – **STRETCH** them!



Teams have a **COMMON OBJECTIVE**

- To become stronger
- To stretch their creative muscles
- To create a successful innovation



Don't Look Back, Look Forward

Don't try to find weak points in the business design that has been presented. Simulate its implementation instead and try to anticipate challenges that may emerge on the way.

Focus in Turning Challenges to Opportunities

An entrepreneurial approach is not about fixing a problem, it is about discovering and pursuing the most promising opportunities every challenge brings about.

THINKING TOOLS

KoRe 10 Innovative Thinking Tools (10 KITT)

Metaphoric KoRe 10 Innovative Thinking Tools (10 KITT) help streamline the ideation process and communicate the essence of a proposed strategic move to teammates, the opponent team and the jury in a matter of seconds.

KoRe 10 Innovative Thinking Tools

4 METAPHORIC ACTIONS

 Elevate • Stretch Observe • Travel	Listen • Negotiate Talk • Synergize	 Lighten • Highlight Search • Explore	Fish • Catch Test • Relax	 Sharpen • Cut Threaten • Kill
 Clean • Remove Fly • Punish	Tie • Untie Insure • Attach	 Hit • Nail Build • Adjust	Aim • Differentiate Motivate • Attract	 Reward • Spend Earn • Manage

1. Come up with metaphoric solutions >> 2. Design real actions



10KITT can be used either as images or as physical objects. Physical objects are preferred when INNOBALL should also be a fun exercise.



Coins / Gold Coin Cards

Gold coin cards or just ordinary coins can be used for quick selection of the most promising by a team.

Each team member is given 1 to 5 gold coins to invest in one or more ideas generated by other team members. If a team has part-time and/or associate members, it may choose to give them a smaller amount of gold coins to make investment decisions by full-time members more impactful.

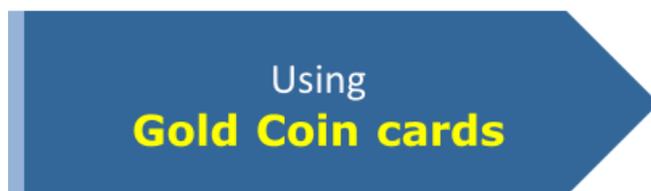
As soon as all team members have shared their ideas – an anticipated challenge and/or a creative solution to a challenge – every team member can invest all his or her coins in one idea or split the coins across two or more ideas. The coins allocated are then totaled. The idea with the highest number of coins invested in it is taken forward as the base idea. Ideas generated by other team members are built around it.

A team leader has one extra coin. In case two or more ideas collect the same number of coins, the team leader uses his extra coin to define the winner.

In case the team members are rather learners than experienced innopreneurs, the team leader may have more than one extra coin to be able to influence the team decision to a larger extent.



Quick Assessment of Ideas by Team Members

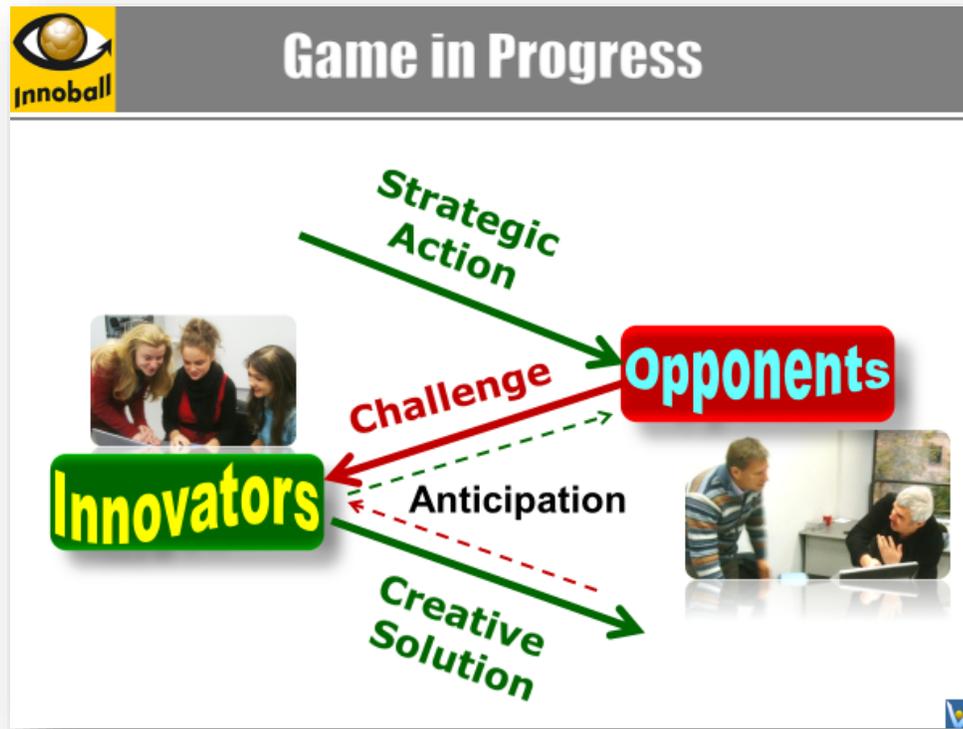


Team members 'invest' their gold coins in the ideas contributed by their teammates

PROCESS

Starting the Game

Innovation team describes its invention and the business model and makes the first step towards its vision.



Mode A: Challenge or Solution

This mode is preferred if time permits and a deeper dive into project execution is required.

Both teams anticipate a challenge and articulate it. The most promising scenario is then chosen by the jury for inventing a solution for. During the next step, both the teams address the challenge chosen by the jury and invent a solution for it.

Mode B: Challenge and Solution

Each team comes out with an anticipated challenge and a creative solution for it. The jury selects the most promising scenario to be worked on during the next round.

This mode allows to explore more scenarios within the same time frame.

Timing

10 min are usually allocated for each round if training is the main purpose of the INNOBALL game. In case the main purpose is to strengthen a project, teams may be given more time for ideation.

A simulation game takes usually 3 to 4 hours.

One Project, Two-Days Game

If the objective is to strengthen a real project, it's better to split the INNOBALL simulation games into two days. On Day 2, the participants come with fresh ideas and share them with others at the morning session. The INNOBALL simulation game is resumed afterwards at a higher level and helps achieve greater results.

2+1 Phases of the Thinking Session

To achieve greater results, split the thinking session into "Garden" and "Kitchen" phases with an assessment phase in between.

During the "Garden" phase (3 min.) team members generate ideas individually.

The ideas generated during the "Garden" phase are shared with all team members during the assessment phase. Team members use their investment coins to select the most promising idea quickly.



Two Phases of Ideation Process

‘Garden’

Independent ideation



‘Kitchen’

Synergizing ideas



During the "Kitchen" phase (3 min), ideas of other team members are added to the main ideas to produce the final "dish".

TEAM ASSESSMENT

If team assessment is an objective of an INNOBALL simulation game, then each team member writes his or her idea in full on a slip and submits it to jury for assessment.

Team leader has a different coin for easy identification of his or her choice of the most promising idea. This choice is compared with the collective choice of jury members.



DISRUPTIVE project

Team Assessment



TEAM	Mark	PLAYER	Mark
Overall Performance	8.6	Leader	8.7
Business Model	9.1	Player B	9.3
Strategies	8.3	Player C	7.8
Teamwork	8.4	Player D	6.4

