ISPIM Special Interest Group: Teaching and Coaching Innovation

INNOVATION GAMES: Part I

Gamified ideation on organizational ambidexterity

ispim® organised in cooperation with GAMiFY

Funded by the Erasmus+ Programme of the European Union

https://www.gamify.site

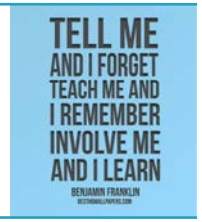
Continuous Professional Development (CPD) Session 1 HR

Session background

With this session we want to share methods in training for innovation designed by GAMIFY EU Knowledge Alliance.

Session objective

We invited GAMIFY Research Group to demonstrate techniques that can help organisations train for innovation using games.



GAMIFY Session Team

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Design Shool Kolding, Associate Professor, Denmark

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Dr Carmen Abril,
Professor of Marketing and Innovation Complutense, Spain

Session content

This session centers on the current understandings of organizational ambidexterity and how to create strong flows – resources, competencies, processes, tasks, managing – between existing business branches and new ones.

In the session we explore through a classic ideation technique *Lotus blossom* combined with game techniques the core problems and challenges, the different approaches currently in play, and how to move forward for stronger systematic flows.

By the end of the session facilitators will also be sharing how such insights can be used to conceptualize training game formats. All will be shared with participants afterwards in a compiled pdf with images and short text.

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Hochschule für Medien Kommunikation und Wirtschaft University of Applied Sciences HMKW · kamstrup · ispim · ASIIN · Lufthansa Systems · 3M · DK design school kolding · CLIC Center for Leading Innovation and Cooperation · Aachen Münchener · Danske Bank

Survey help!

www.bizgames.org

Lotus blossom design thinking game – Organizational ambidexterity

Exploration >< Exploitation

Innovation >< On-going operations

- Structural ambidexterity – separating the work between exploration and exploitation into different teams, units, departments (Govindarajan & Trimble 2010; Andriopoulos & Lewis 2009)
- Sequential ambidexterity – transitioning from one state to another, typically different change management programs and similar (Raisch et al. 2009; O'Reilly & Tushman 2013)
- Contextual ambidexterity – Behavioural capacity to simultaneously demonstrate alignment and adaptability (Gibson & Birkensaw 2004; O'Reilly & Tushman 2013)

Lotus blossom design thinking game – Organizational ambidexterity

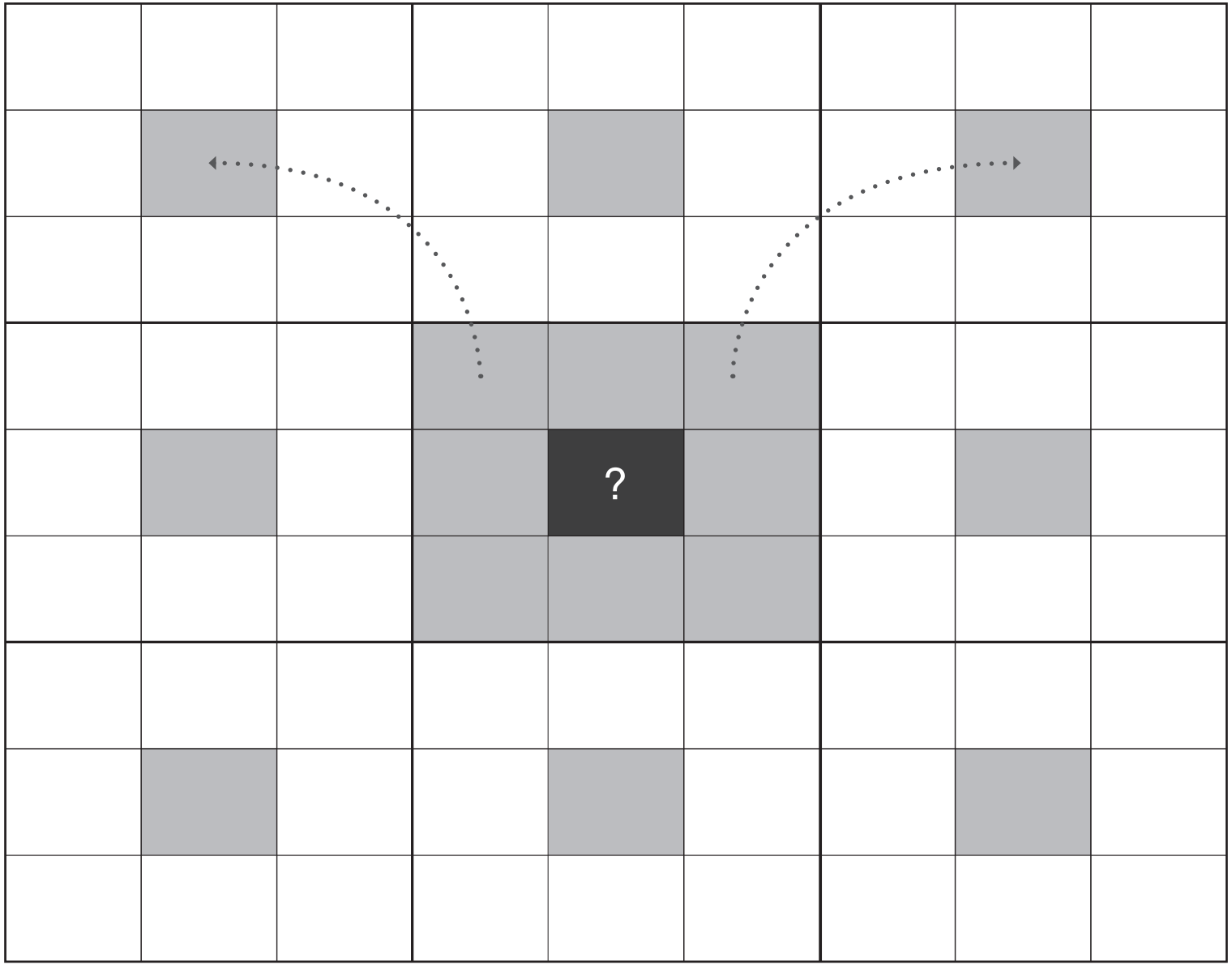
INTENTIONS

Session progression

1. Run through a quick 4-step game process
2. Goal is to have a full board with core challenges and ideas for how to solve them

Purpose

- Sharing knowledge and getting an overview in a quick format.
- Creating highly interactive session with quick networking.
- Illustrating how one can use a design thinking game as first step towards creating a training game.
- All insights shared in a compiled pdf afterwards



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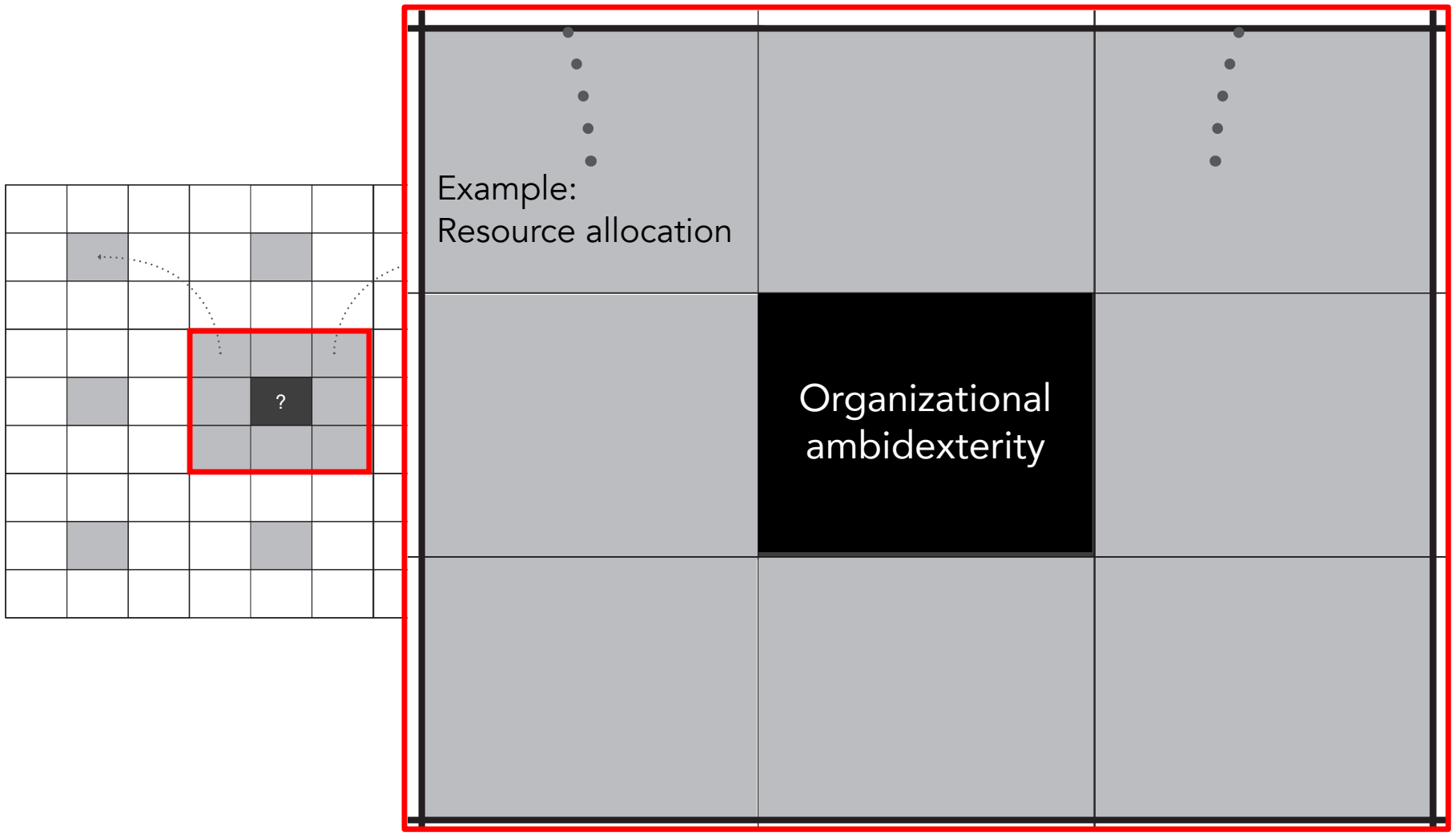
Step 1 (At tables) – Identify up till 8 core challenges in relation to organizational ambidexterity



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Step 2 (At tables) – Each person choose one challenge to bring along

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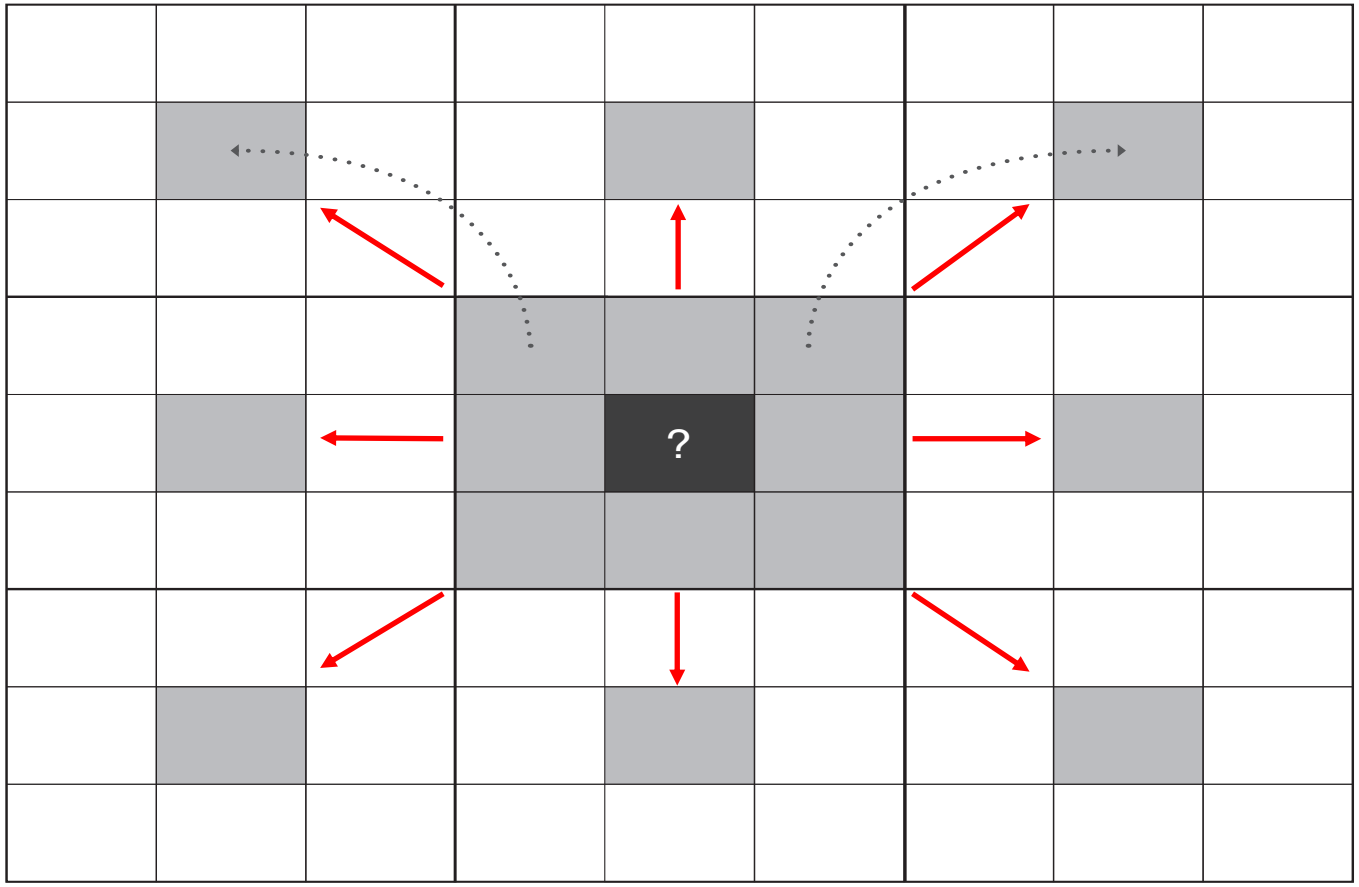
Step 3 (At chairs) – Speed dating ideas on how to approach/solve these challenges

Get a full board



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Step 4 (At tables) – Go back to table group and share what you collected

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Cross perspectives & Summing up

- Take a quick tour – is it the same core challenges at all tables?
- Lotus blossom & interaction through flexible boards – why use this?
- How to turn a design thinking game into a training game? *Business Branching game as example*
- Sharing after this session – we will take pictures of all 'lotus blossoms' and share in a pdf (write email on list if you want to receive this)

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Dialectic poles

(Unformal, Unstructured)

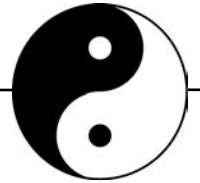
Tend to be
innovation based

Emergence

(Formal, Structured)

Tend to be
training based

Progression



Design thinking play/games

LEGO serious play

Innovation games

Dilemma games

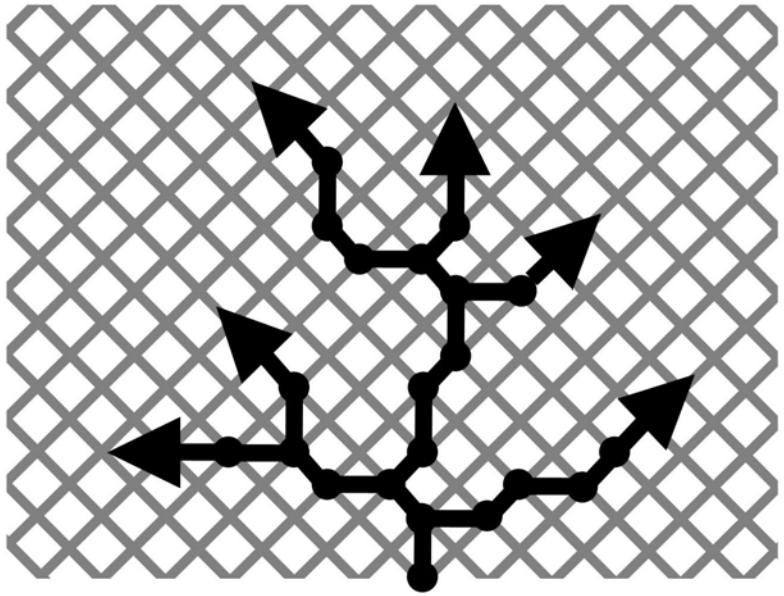
Instruction games

Simulation games

Mindset & roles games

Gudiksen 2019

Emergence vs. Progression



Emergence

Progression

Gudiksen & Inlove 2018

THANK YOU for joining this session

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