

Innovation Games®

The serious work of collaborative play

You've heard a lot about business games and how they can help create breakthrough thinking, solve problems quickly, and create engagement. You may not be familiar with how to use these techniques within your business to understand your customers and their needs, create breakthroughs to unlock potential with teams and processes, and generate enthusiasm and engagement with your teams. That's where Spearfish Innovation can help.

Discover, Prioritize, Shape, Act!

What you can expect: Spearfish's consultants draw on their extensive training and experience with Innovation Games, Gamestorming, and collaborative engagement with employees, channels, and customers so you get the best results.

- **Discover:** Innovation Games can reveal surprises about customers and partners, tapping into their needs and desires to give you the deep understanding you need to develop the best solutions for the market. Discover market problems and opportunities, understand customer needs, and reinvigorate your internal teams.
- **Shape:** Sometimes the hardest thing is sorting through the mountains of data and various inputs to create options that are useable and actionable, so the team can prioritize and move forward. Collaboration uses the power of the group to refine and shape data and options.
- **Prioritize:** It's not enough to know everything that could be done. You need to understand what's critical, immediate, and important to do first. Collaborative play not only helps prioritize, but creates alignment and understanding with the team, so you can move forward quickly and effectively.
- **Act:** Even when a decision is made, teams sometimes find it hard to get going. Create the engagement and commitment to a direction, and get moving towards business success.

What makes it different:

Most teams and businesses tackle familiar problems in the same old way, and get the same unsatisfying results. Innovation Games unlock

barriers and generate breakthroughs, with customers, partners and employees. Games leverage deep principles of cognitive psychology and organizational behavior to uncover information and create collaboration

Application

Innovation Games have proven effective in small and large group decision-making when diverse viewpoints have to come together and agree on a path forward.

- **Customer Understanding:** Use Innovation Games with customers to engage them in your strategy or development process.
- **Leadership Team:** Use Innovation Games for leadership meetings and strategy development to discuss, prioritize, and select top initiatives. Work faster, and better, to capitalize on the collective wisdom and understanding of your entire organization.
- **Transformation Team:** Cross functional teams tasked with solving your most challenging problems work together more effectively and efficiently using Innovation Games to more fully understand their challenges, shape the options, prioritize necessary improvements, and get moving.

About Spearfish Innovation

Spearfish Innovation translates your strategic initiatives into business results. We specialize in accelerating businesses through inflection points in their life cycle – those moments when doing business the same old way just won't cut it.

Contact Us

To see how Innovation Games can fit in your organization, contact Sue Cook at: sue@spearfishinnovation.com, or call her directly on: +1 650-823-0016.

Find us on the web at spearfishinnovation.com.