

GAMIFICATION in INNOVATION

Continuous Professional Development (CPD) Session



organised in cooperation with



Session objective

Gamification is increasingly used as learning and training approach, as a way to make serious strategic decisions, and as a technique to develop new business models... It is time to take a serious look at this fun approach.



Session outcome

Our invited speakers will share their experience in using games for industry, in business and classes, relying on gamification as a helpful tool to explain, explore, expand, explicate – and anything else you can think of.



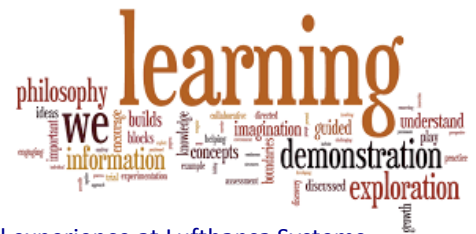
Session Facilitator



Florian Rustler, International Innovation Coach, Founder and Managing Partner of creaktivate, Germany

Session speakers

Gamification in Innovation Management



Carina Leue-Bensch, New Business and Innovation Management, Lufthansa Systems, Germany

Carina will share some industrial experience at Lufthansa Systems around a gamified tool to manage the ideas of employees based on crowdfunding. There are always challenges to bear in mind but there are also some best practices to put on your radar as well

Innovation business model: there is more to explore and experience

Taming industry and its management for gamification



Dr Henning Breuer, Professor for Business Psychology & Head of UXBerlin - Innovation Consulting

In more than a hundred workshops with innovation managers and start-ups, Henning created a toolkit to address the myriad of questions around modelling new business. He will offer a quick demonstration of how the toolkit works, so you can try it yourself in your organisation.

Gamification still has to be proven, specially to big industrial companies. The ever in place question is how to convince senior management to start playing games? Imagine?! Fabian shares his experience of working in industry and shows iSandBox, a LEGO-based game, offered as a Tool for Change.

Fabian S. Schlage, Head of Idea & Innovation Management, Nokia Networks



Session Organiser

Anna Trifilova, Leader of ISPIM Teaching & Coaching Innovation SIG

SIG Supporters

