

# GAMIFICATION in INNOVATION

Continuous Professional Development Training



10-11 March 2016  
Berlin, Germany

organised in cooperation with



Hochschule für Medien  
Kommunikation und Wirtschaft  
University of Applied Sciences  
H M K W

Nokia Networks

UXBerlin  
Innovation Consulting



## Gamification

From Wikipedia, the free encyclopedia  
Not to be confused with Game theory.  
Gamification is the application of game-design elements called non-game contexts<sup>[1]</sup> or attempts to improve usefulness of systems,<sup>[1][2][3][4]</sup> physical exercise,<sup>[1]</sup> gamification find positive effects from gamification.<sup>[5]</sup>

## Training Objective

Gamification is increasingly used as a teaching and learning approach, as a way to make serious strategic decisions, and as a technique to develop new business models...So, we thought it was time to take a serious look at this fun approach.

## Training Outcome

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



## Training Facilitators

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In action

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What is gamification in fact: for learners, trainers, companies, research?

How do we build a Gamification Community?

In brief

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**Anna Trifilova**  
ISPIM SIG  
Teaching & Coaching  
Innovation

Anna explores the theory behind gamification. Together we will try to understand the what, how, why, who, where and when around gamification as a vehicle for innovation



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



**Adam de Nisau**,  
Journalist & Partner of UXBerlin in Poland

Henning and Adam will illustrate the Business Innovation Kit in action. The toolkit facilitates modelling sustainable business and revenue models. It was developed and iteratively refined in over 100 workshops with innovation managers, start-ups, and students.



## LEGO SERIOUS PLAY® as a way to explore what matters to customers

**Dr Reinhard Ematnger**  
Lecturer and Consultant from Heidelberg, Germany

With Reinhard you will experience how LEGO SERIOUS PLAY® supports organizations to systematically create a shared picture of a value proposition.

## Training 'Innovation Management' based on gamification in industry & classes



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

Fabian likes to innovate (!) and so he does so with gamification at work. He unveils how innovation processes and corporate business transformation can

be explored through the lens of gamification in innovation.



Group round-table discussion & reflection of the training

Places are limited. To register please contact Kathrin Kaiser at [gamification@hmkw.de](mailto:gamification@hmkw.de). Registration fee is €200 for ISPIM members and €250 for non-members. Fee includes lunches, refreshments & materials.

## SIG Supporters

