

GAMIFICATION in INNOVATION

Continuous Professional Development Training



organised in cooperation with



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

Modeling values-based business with the Business Innovation Kit



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.

Gamification in the class room: Serious management teaching can be fun



Samuli Kortelainen
CEO, co-founder at SimAnalytics Oy, Finland

Samuli explains and demonstrates how games techniques enhance

creativity, thinking, team spirit, and most importantly becomes fun for the learners and the trainers

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



Anna Trifilova
ISPIM SIG Teaching & Coaching Innovation Leader

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

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.

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

SIG Supporters

