

## Serious Business Game for more creativity

*Learn the key skills to think "out-of-the-box".  
 Create a larger solution scope and improve your creativity techniques.*



In a time of **digital transformation**, of transition with high dynamics - how can we **generate new ideas in teams** in an even better and more structured way and get the power on track as fast as possible?

### Gamification Storyline:

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**IDEA** is a serious business game about creativity techniques.

In 1519 the creative genius Leonardo Da Vinci hid his last and most valuable work of art a few weeks before his death. For centuries this impressive painting has been hidden from humanity near the medieval town of Amboise.

In this serious business game the participants become Dr. Niccolo Ferrara, an art professor at the University of Florence. Through his research, Dr. Ferrar discovers the existence of a mysterious work of art and embarks on a passionate search for its whereabouts.

During this adventure, the protagonist will have to overcome a multitude of creative challenges. Da Vinci designed a complex system of clues. With skill and creativity, these lead to his work of art, which, when discovered, will make writing history. **Start your creativity adventure and expand your solution capacities!**

### More Creative Solution Approaches

Digital transformation, high dynamics and therefore important to generate new ideas for more productivity in a structured way

**Yes, just try it out? Get a free test license [www.ARC-Institute.com](http://www.ARC-Institute.com)**

The ARC Institute is your didactic contact for Serious Business Games. We would be happy to provide you with an individual offer for your team: [Info@ARC-Institute.com](mailto:Info@ARC-Institute.com). Together with you, we develop concepts how you can support your employees independently of time and location in up to 11 languages simultaneously, worldwide.

**Create a new and unique training experience for your employees!**

## Serious Business Game for more creativity

### Knowledge and skills:

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IDEA is a serious business game that focuses on **practical application**. IDEA focuses on the development and direct practice of techniques and tools. The business game training thus avoids spending too much time at work with models and theories that may not be suitable for solving the task at hand.

The content of this training is a best-of and comes from **more than 20 years of practical training course applications with creative thinking strategies** and techniques, including sources such as Michael Michalko.



### Objectives | Why IDEA?

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- ✓ **Release your creative potential.**
- ✓ Learn the **proven techniques of creative thinking** and how to integrate them into your everyday life.
- ✓ **Discover and apply** creative thinking techniques that will increase your ability to solve problems much better.

### What is IDEA's focus group?

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**IDEA** is designed for all professional profiles, especially for those who want to improve their ability to solve problems and create alternative solutions. This Business game training also contributes significantly to improving skills related to the design and improvement of processes, products or services. For those who want to think "out of the box" and thus improve their ability to think beyond the horizon.

## Serious Business Game for more creativity

### Characteristics of the Serious Business Game:

- ✓ Learn with game based didactic methods.
- ✓ Applicable and practical contents.
- ✓ **Results-oriented learning** with revolutionary gamification technologies.
- ✓ Use the simulations for experience-based learning.
- ✓ Flexible, intuitive to use, fast and easy to train.
- ✓ An exciting gamification storyline facilitates targeted learning.
- ✓ **A unique learning experience!**

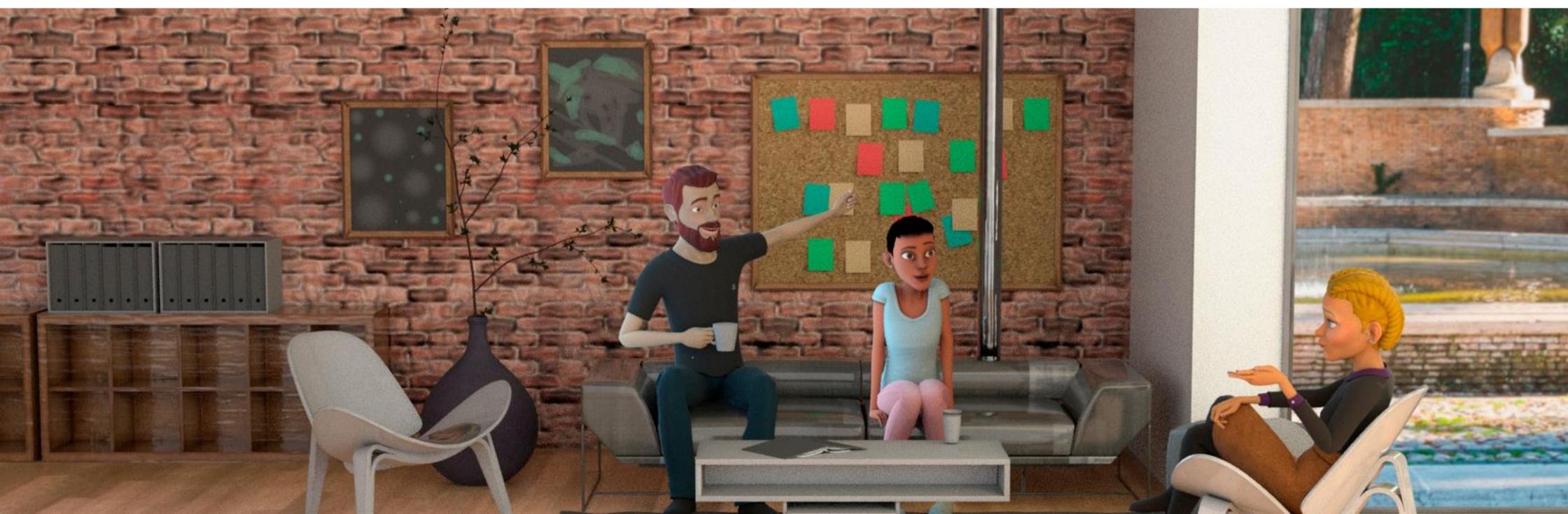
### Content overview:

#### The fundamentals of creative thinking

- ✓ Tips and tricks of the creative geniuses
- ✓ exercises to overcome our mental barriers
- ✓ Techniques to promote creativity in work teams.

#### Guideline for creative thinking

- ✓ Create solutions by specifying the actual problem
- ✓ Increase creativity by **visualizing thoughts**.
- ✓ **Use appropriate tools** to scale your ideas and go into series production.
- ✓ Learn techniques to **find new solutions** from other constructivist world views.
- ✓ Integrate networking techniques into your everyday work to increase the solution spectrum.
- ✓ Use structured combinatorics as a creative tool.
- ✓ Techniques for changing perspectives **for new insights**.



## Serious Business Game for more creativity

### Methodology

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The developed game-based learning method is a combination of **3 elements**:

- ✓ **High quality content** equivalent to a two-day on-site course, with a strong practical focus that is useful and directly applicable to the work
- ✓ The **use of gamification techniques** in terms of story telling, ranking motivation, scoring, different learning and game levels, and incentives through recognition and awards. This makes the training a motivating and exciting learning experience. This directly promotes the intrinsic motivation to learn on your and your employees' side.
- ✓ **Practical exercises** that allow you as a participant to practice directly in a safe and motivating environment and to implement the practical knowledge. You will **receive detailed feedback** in the form of individual learning loops.



### How do you make it work? IT requirements?

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1. **The only thing you need** to use this business game training is an end device with internet access.
2. You can **access our performance-optimised business game platform** at any time, from anywhere in the world via your individual user profile or integrate the business game training into your LMS (Cornerstone, Moodle, SAP Success Factors, etc.).
3. You will receive regular reports on the progress of your participants and training groups. This allows you to keep an overview at all times and motivate your teams in a goal-oriented manner.