

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:

IDEA is a serious business game about creativity techniques.

In this serious business game, participants take on the role of Vivian. She is an excellent cook and has been invited to be "Megachef" for this year's championship in the USA.

As a contestant in the reality cooking show Megachef, Vivian has to solve creative tasks several times in order to make a lasting impression on the jury. She is supported by her mother, a creative toy developer. In the competition, it is always necessary to create new culinary dishes under challenging conditions and limited resources. As a participant, you will learn various creativity techniques in numerous exercises in order to increase your solution capacity.

Help Vivian emerge victorious from the show as you learn new solution strategies and methodical approaches along the way.

Start your creativity adventure and expand your solution capacities!

Yes, just try it out? Get a free test license 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. 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!

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Knowledge and skills:

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?

- ✓ **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?

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.

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Characteristics

- ✓ 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**.



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Methodology

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? What are the IT requirements?

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 always keep an overview and motivate your teams in a goal-oriented manner.

