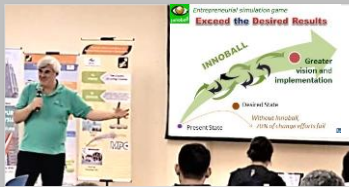




Simulation  
Game

# ***INNOBALL*** for HRD

*Strengthen teams and create breakthroughs*



Vadim Kotelnikov 

1



# **INNOBALL**

*Strategic Entrepreneurial Simulation Game*



Learn to anticipate  
and overcome diverse  
challenges

Learn to outsmart  
diverse enemies  
of innovation






2



Strategic simulation game **INNOBALL**

## Innovation Master Tool

Breakthrough Projects 	Breakthrough Teams 
<ul style="list-style-type: none"> <li>➤ Create radical innovations</li> <li>➤ Make big changes</li> <li>➤ Pursue opportunities</li> </ul>	<ul style="list-style-type: none"> <li>➤ Build</li> <li>➤ Train</li> <li>➤ Assess</li> </ul>
VC Investment Decisions 	

*much better & much faster*



3



## INNOBALL as a Stretch Tool

*Entrepreneurial  
Simulation Game*



*Virtuous spiral of growth*

STRETCH
People
Capabilities
Innovations
Strategies
Business Design
Vision

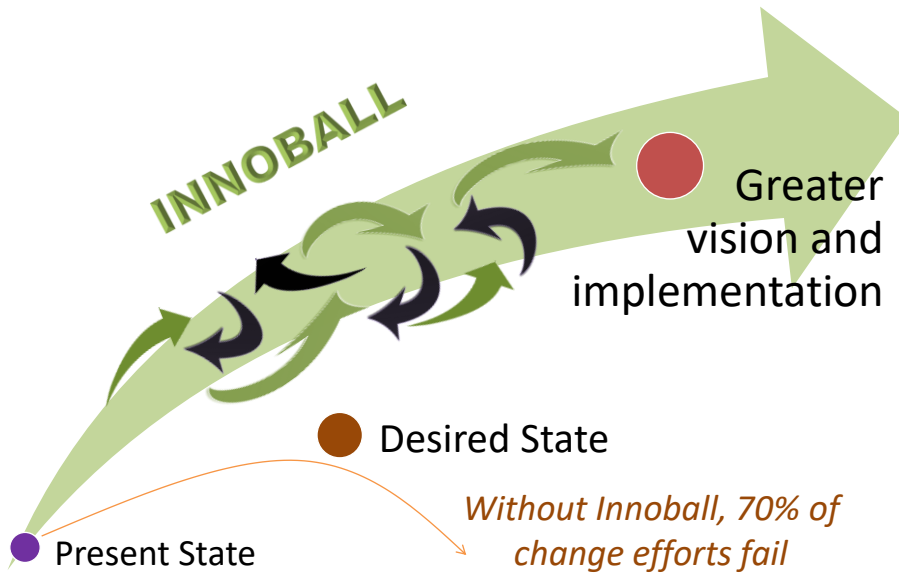


4



Entrepreneurial simulation game

## EXCEED the Desired Results



5



## Innoball for Mature Firms

### Goalkeeper

Supportive  
top manager

### Defenders

Venture  
strategists

### Strikers

All types of  
failures

### Midfielders

Competitors,  
market resistance



### Innovators

### Enemies

**Turn an invention to a successful business**

### Midfielders

Inventors,  
innovation team

### Strikers

Entrepreneurial  
leaders

### Defenders

Bureaucracy,  
slowness

### Goalkeeper

Stop manager,  
risk aversion

6



Mature firm

# Enemies of Innovation

**Internal**

## Innovation System

- Incomplete; non-institutionalized
- Complacent, risk-averse culture
- Lack of cross-functional synergies

## People

- Non-supportive upper managers
- Weak project leader
- Under-innovative team

**External**

## Market

- Volatile
- Unpredictable
- Immature

## Competitors

- Aggressive
- Innovative
- Fast



7



## Game in Progress



8



9



## Strengthening Teams and Organizations

10



## Nurturing Breakthrough Skills

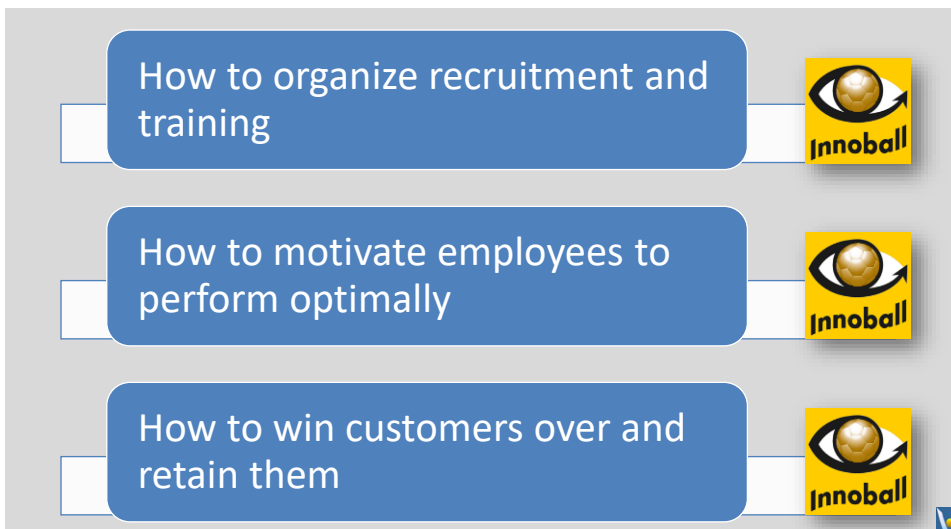
Entrepreneurial Creativity	Strategic Thinking	Intellectual Teamwork
<ul style="list-style-type: none"> <li>• Inventive thinking</li> <li>• Systemic approach to innovation</li> <li>• Creative problem solving</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic design thinking</li> <li>• Anticipating challenges</li> <li>• Turning challenges to opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• Quick assessment of ideas</li> <li>• Synergizing ideas</li> <li>• Presentation of strategic ideas</li> </ul>



11



## INNOBALL helps address 3 Main Management Challenges



12



# Develop an Innovative Workforce



## Purpose

- Inspiring vision
- Creating breakthrough value

## Skills

- Creating and inventing
- Implementing innovation projects



## Teamwork

- Team creativity
- Synergizing ideas and actions



13



## LEARNING BENEFITS



*In a joyful game-like environment learn to:*

- better understand the innovation process
- recognize obstacles to innovation and foresee risks
- solve unexpected problems creatively
- play as a cross-functional innovation team
- adapt to rapidly changing circumstances
- outperform competitors
- win customers



*and ultimately, create valuable innovative products*



14



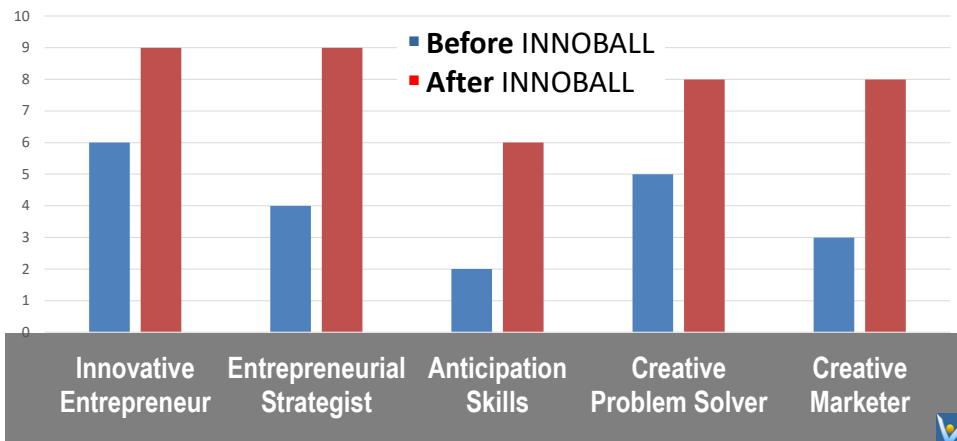


## Innopreneurial Creativity & Smartness

### Self-Assessment

by participants of INNOBALL trainings

Average for 1000 persons from 30 countries



15



## DISRUPTIVE project

### Team Assessment



TEAM	Mark	PLAYER	Mark
Overall Performance	8.6	Leader	8.7
Business Model	9.1	Player B	9.3
Strategies	8.3	Player C	7.8
Teamwork	8.4	Player D	6.4



16