Engagement at work

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What is going on?

Board of directors

Why games work and how they could use it in their companies.
From island thinking to holistic thought.
Create empathy among all directors.

Approach

1st Session

Goal:
Understand serious gaming & how to use it in your organization.

Program:
- Why an innovative organization is needed.
- What structures and leadership styles support it.
- How to get there from where you are now.

2nd Session

Goal:
Play serious games and experience that it works.

Program:
- Buy a feature
- Cover story
- Prune the product tree

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OUCH!!!!

The magic of engagement

- Clear goals that, while challenging, are still attainable.
- Strong concentration and focused attention.
- The activity is intrinsically rewarding.
- Feelings of serenity; a loss of feelings of self-consciousness.
- Timelessness; a distorted sense of time;
- Immediate feedback.
- Knowing that the task is doable;.
- Feelings of personal control over the situation & outcome
- Lack of awareness of physical needs.
- Complete focus on the activity itself.
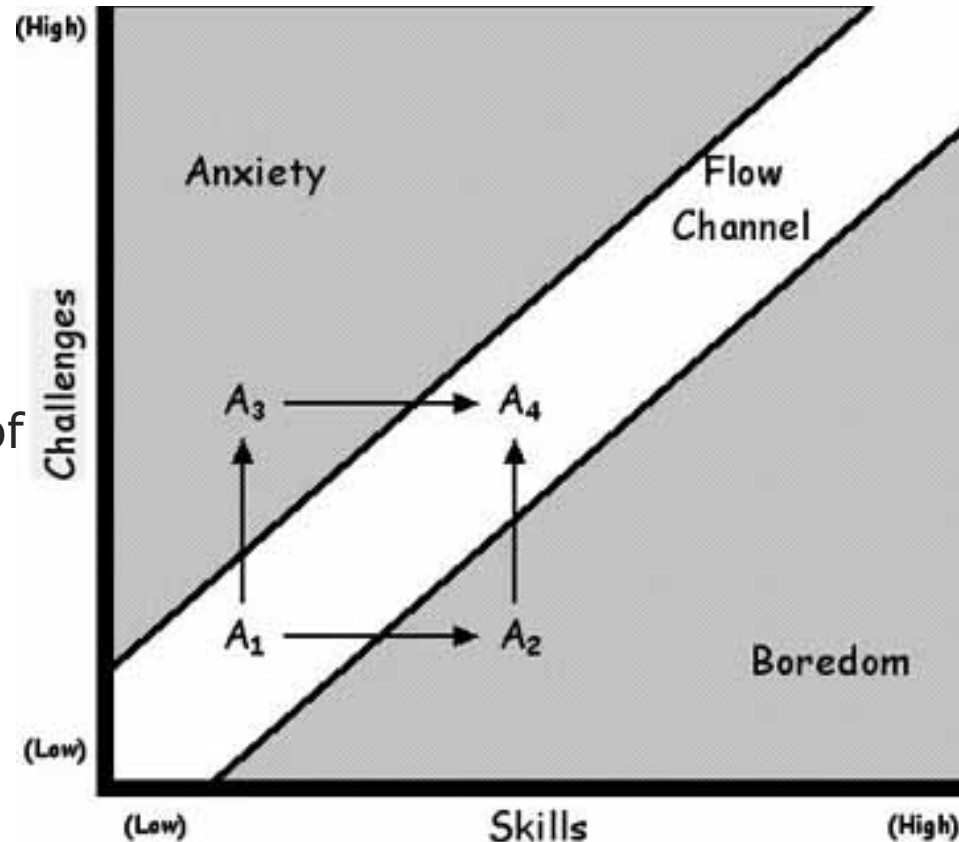
From Flow: The Psychology of Optimal Experience by Mihaly Csikszentmihalyi (page 74)

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The games flow
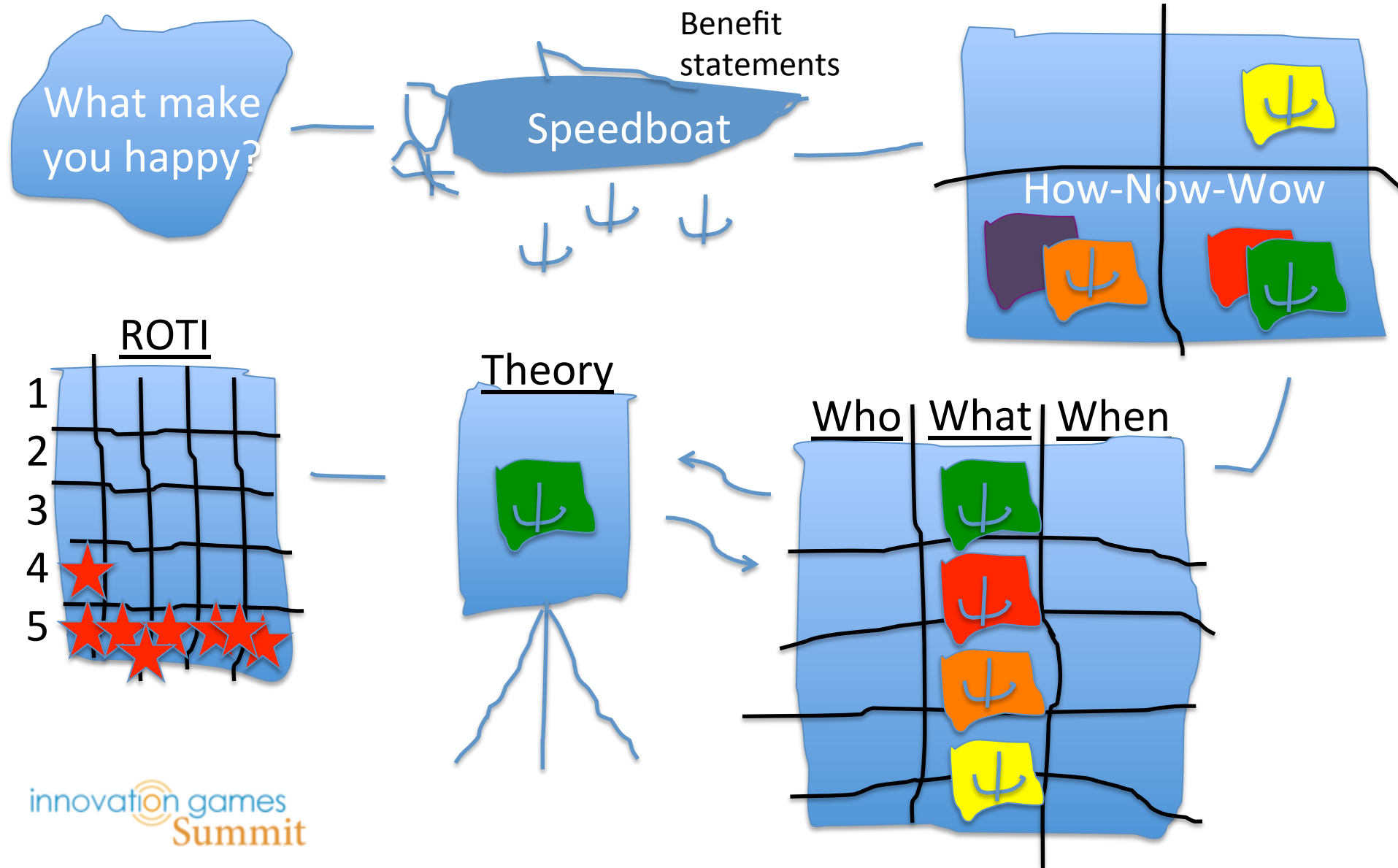
Tips & tricks

- Start with games a.s.a.p. to get people engaged.

- Ask them who is going to work on the identified problems.

- Let people come up with a benefit statement for each anchor they place in speedboat.

- The real insights come when people are placing the anchors and discussing them with others. Let people rotate and use affinity diagramming all the way.

- Make sure everybody contributes equally.

- Use acceptance criteria for who-what-when.

Broad engagement

Goal

- Engage our employees to use more of their intellectual capacity for the good of the company

- How can we make our customers see us as the best in its market on service and value for money?

- Gather experience so we can prepare for Innovation Games® with customers.

Approach

- Plan for 300 people in 10 rounds of games.

- Random selection of people from various departments.
- 5 Weeks, 2 sessions a week, 30 people per session.
- 4 groups per session of around 8 people each

- Presented an intro to serious gaming.
- Create a common goal for the session.
- **Management present as observers (experience yourself).**
- Used a visible clock for time boxing.

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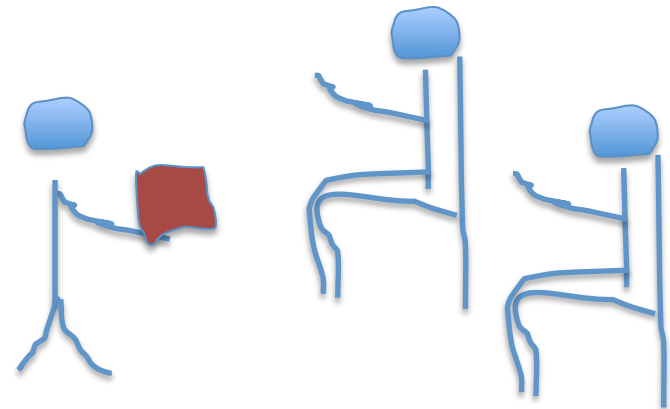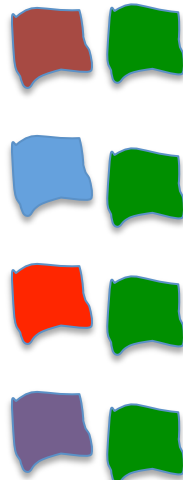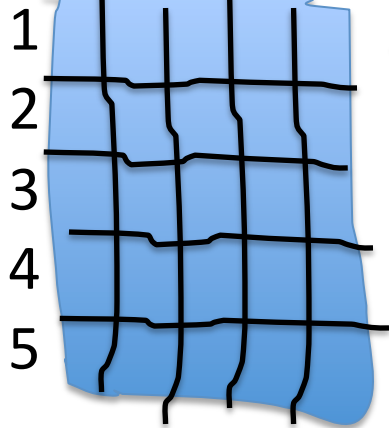Summit

The game flow

Room for improvement

Spider web

ROTI

1
2
3
4
5

20-20 vision

Give them a hot tub

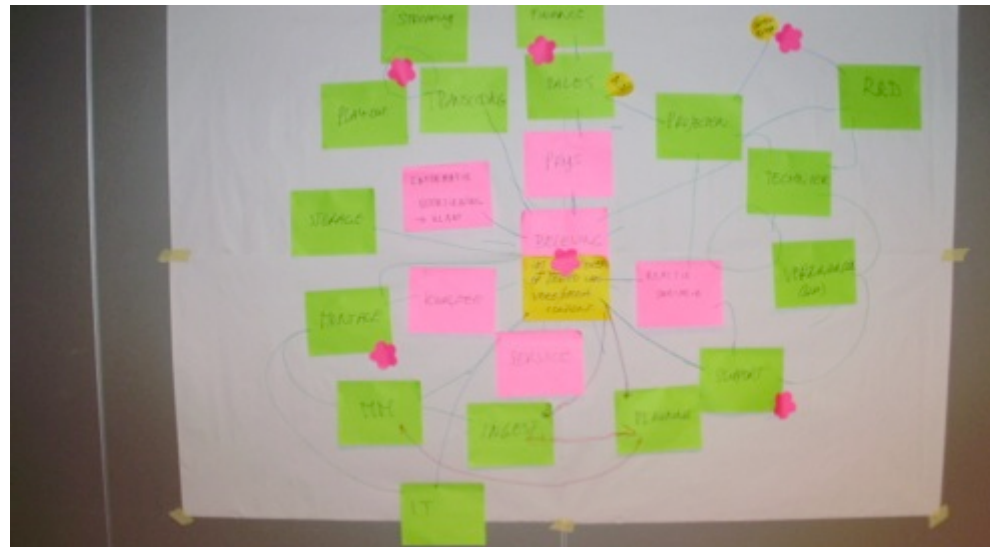innovation games Summit
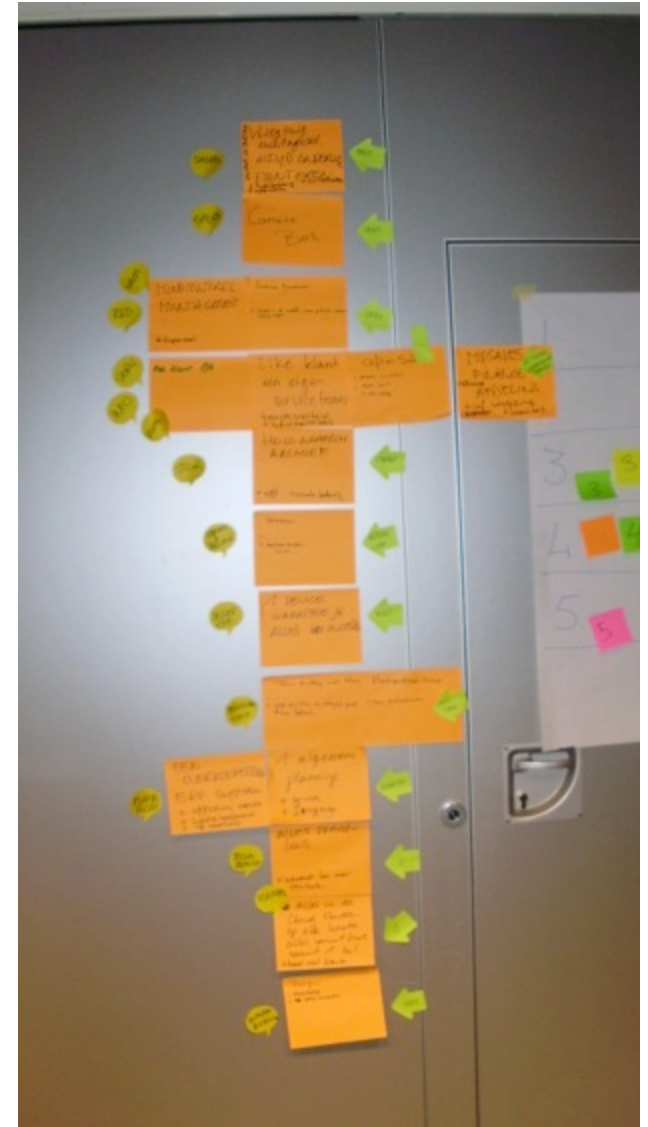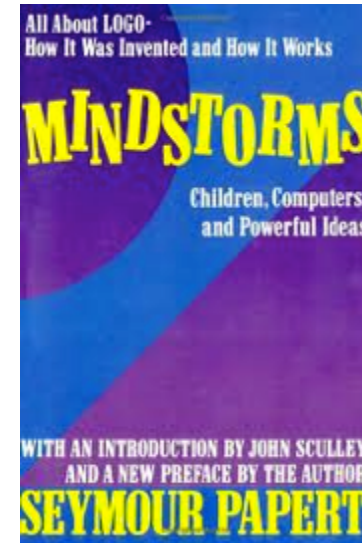
Spiderweb

- SpiderWeb for identifying relationships and dependencies among departments and people. What are problems in these relationships, what can be improved.

- We put the customer relationship in the middle of the web.

Give them a hot tub

Why do games work for Innovation?

- Games foster creativity through increasing fluid intelligence

- Breakthrough ideas are unpredictable

- Games are models of systems of business scenarios, environments and interactions.

- Games energize the participants and ignite their emotions.

- They engage the whole person

- A game space reduces fear by suspending reality.

- Use material intelligence

All About LOGO-
How It Was Invented and How It Works

MINDSTORMS

Children, Computers, and Powerful Ideas

WITH AN INTRODUCTION BY JOHN SCULLEY
AND A NEW PREFACE BY THE AUTHOR
SEYMOUR PAPERT

WHEN WE "THINK THROUGH OUR FINGERS"
WE RELEASE CREATIVE ENERGIES, MODES OF THOUGHT, AND WAYS OF SEEING THINGS THAT MAY OTHERWISE NEVER BE TAPPED.

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Tips & tricks

- Prepare Spiderweb for better results.
- Let people volunteer for the game.

- Multiple Scrum teams started working on top ideas.

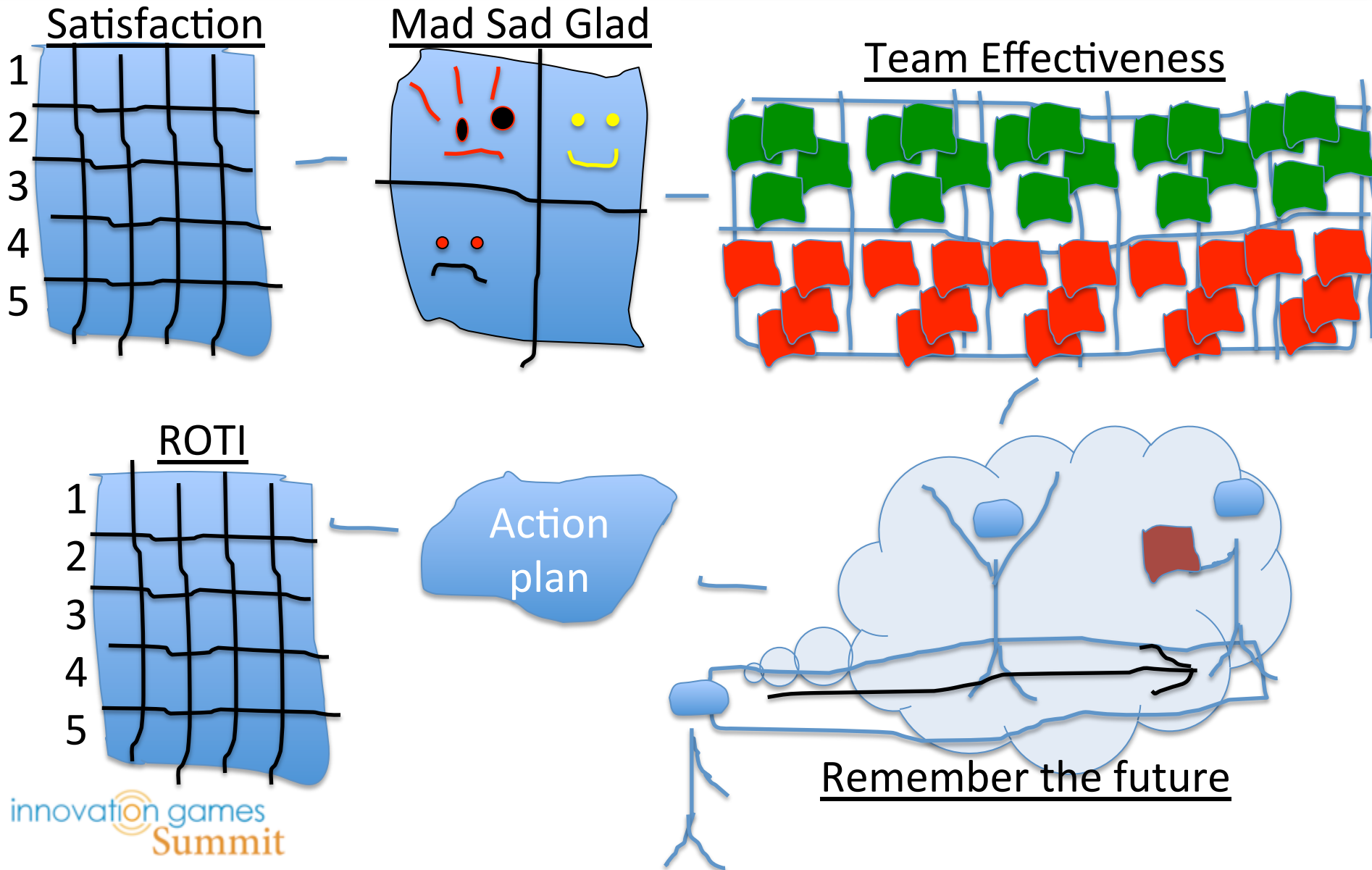- People where excited when was announced that teams were being formed to execute some of their ideas.

Management Team

Goal

- Get the group on track to becoming a team.

- Reorganize the management team.

The game flow

Mad-Sad-Glad

Created enough trust for taking the next step to personal level.

Team effectiveness

What behavior contributes
What behavior degrades

Everyone took home their
stickies to work on them.

Games to change behavior

Intrinsic motivation
-anchored in long term memory-

Feedback
-that is not received as easily in daily work-

Relates to own mental model
-own work and not 'odd' theory-

Positive experience
-change games are constructive and FUN-

Intense sessions
-emotions emerge and dealt with in the group-

Involved in decision making
-players make all decisions-

Results

- New division of responsibility among C*Os.
- Started a weekly Scrum working towards a common goal.
- People where completely relieved and had fresh energy.

Tips & tricks

- Provide real examples from yourself while introducing the games. If you show vulnerability it helps others.
- Prepare the leader of the team. Use him as an example if possible.
- Inspect & adapt during the session.
- Prepared people for opening up and then evaluated if the people where ready
- For the deep going games. If people where not ready we had different options available for taking different course.

Summary

Games all they way

- Start with getting attention
  - Check In, Satisfaction Histogram, Personal History, Mad Sad Glad
- Next create awareness of the challenges
  - Speed Boat, SpiderWeb, Team Effectiveness
- Provide opportunity for generating ideas of change
  - Give them a hot tub, Now-How-Wow, Remember The future
- Close with concrete actions.
  - Who-What-When, 20-20 vision

Game affects

- Game flow take people through the all steps until intrinsic motivation.
- Externalizations makes distributed cognition possible amplifying problem solving potential.
- Connect to the unconscious brain a.s.a.p. for fast leaning.

THANK YOU!

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