

STRATEGY4INNOVATORS-TRAINING WITHOUT SOFTWARE? THE REVISED CONCEPT OF THE BOARD GAME SYSTEAMSRYBI – REALIZE YOUR BUSINESS IDEAS!

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ABSTRACT

The original SysTeamsRybi board game allows participants to convert business ideas into business plans in eight steps. It shows a structured process of invention work of a team to be presented in front of potential investors. Participants of the workshop get in touch with the methods applied to simulate entrepreneurial strategic thinking with immersion through a bundle of serious gamification approaches around the three core elements of the game: Team – Ideas – Business Development. The game has been revised and extended with common approaches of business model canvas and balanced scorecard.

Key words: *serious games, entrepreneurship, innovation, business development, business plan, business model canvas, balanced scorecard*

INTRODUCTION

The original SysTeamsRybi simulation game allows participants to convert business ideas into business plans in eight steps.

The employees' ideas and innovations do not get lost in day-to-day activities. Instead they get professionally structured, standardised and evaluated. They are presented in a way that attracts top management attention and makes them realisable. The simulation game lends itself to business development, start-ups, business restructuring and succession planning. It is based on the following generic strategies:

- Planning, incorporating, growing
- Idea machine: Method instead of flash of genius
- Blue ocean strategy
- Different thinking
- The revised version adds the following concepts to SysTeamsRybi
- Innovation management
- Balanced Scorecard
- Business Model Canvas

The simulation game not only imparts professional content, it also paints a picture of a possible future, added by learning

modules about specific topics, such as innovation management or megatrends of the future or team performance. SysTeamsRybi allows teams to design, restructure and reorganise operations in their business by describing their ideas, presenting and developing them into a business plan in a structured process. At the end of the seminar participants take home their individual business plans. Competing against one another, the teams also work on business-related content with a high degree of motivation.

- Business incorporation, innovation
- management and corporate planning
- Compiling a business plan
- Analysis and discussion of ideas within the team
- Pitch and presentation of the ideas

SysTeamsRybi can be implemented in a variety of ways: Accompanying an innovation, it prepares participants and persons in charge for future steps so that they get an understanding of the process and critical situations. In a specialised training participants learn about fundamental theories with regard to innovation processes and new business development. Insights can be put to the test right in the game situation. Longterm experience with the simulation game method allows the authors to offer a wide range of customer solutions. Depending on the desired game situation you can set individual focus areas.

SysTeamsRybi is a board game that simulates an innovation process from the first idea through to the finalised outcome, such as a business plan or a business model canvas. The game board and simulation can be individually customised to the user's specific situation.

A game set includes four game boards (for 4-6 players each), game instructions for participants, manuals for participants and the facilitator, assessment schemes for the facilitator, seminar presentations and templates for the realisation of the ideas. Using several sets, even large groups of 50 participants or more can be trained simultaneously. A simulation game seminar typically lasts 1-2 days in a regular setup. An extended workshop with live experience todos can take up to 5 days. The workshop shows the different approaches where participants can take advantage of the author's experience in structuring and conducting simulation games.