



The Medici Game

AUDIENCE

Employees at all levels and from all areas of the organization. Particularly powerful for sales, marketing, and HR professionals.

Foster Your Own Innovation Renaissance

Program Benefits

The Medici Game, from Celemi, will inspire an explosion of extraordinary innovation from people at all levels of your organization. Based on the bestselling book *The Medici Effect*, by Frans Johansson, this unique and compelling board game is a 3-hour exploration of what makes innovation effective and what employees within an organization can do to become effective innovators.

The Medici Game draws upon the inspiration of the real-life Medici family that ruled Florence, Italy 500 years ago. Famed for sponsoring and training artisans from many different disciplines - architects, sculptors, scientists, philosophers, and the like - the Medicis were instrumental in generating what became one of the most creative periods in our history: the Renaissance.

During *The Medici Game*, participants take a fascinating journey to the Intersection- a place where ideas from different fields and cultures meet and collide, unleashing an explosion of remarkable creativity. Just as the real-life Medici were able to break down barriers between different cultures and disciplines, so participants learn that innovations occur when people see beyond their expertise and approach situations with an eye toward putting available materials together in new combinations.

After the program, participants are better able to:

- think "outside the box"
- realize their own ability to be innovative
- create an innovative environment
- support a cultural shift throughout the organization

Program Description

What do goat's milk, spiders, and fishing line have in common? Music records and airlines? Ant behavior and telecommunication routing? Most of us would assume nothing. But out of each of these seemingly random combinations have come radical innovations that have created whole new fields. This is the kind of inspired thinking that participants experience during *The Medici Game*.

During the game, participants work in teams of 3 to 4. They explore some of the latest findings on innovation as they consider and discuss:

- what is a breakthrough innovation and how does it occur?
- what type of conditions foster - or obstruct - innovation?
- how well do we leverage our diversity to explore, and find and capitalize on new growth opportunities?
- how will we make innovation happen?

Participants reach a shared understanding through dialog and discovery. They come away inspired and ready to foster innovation from themselves and others in all areas of their daily work life.

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Implementation/Customization

The Medici Game is a 3 to 4-hour simulation suitable for groups from 4 to 2,000+ participants. Highly effective as a conference or initiative kick-off, it is available in multiple languages including French, Simplified Chinese, German, Turkish, and Russian.

