

2017 Strategic Technology & Innovation Management Programme

Serious Games for STIM Training

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Industrial / managerial need addressed

Companies need to innovate to remain competitive. Innovation is not just about coming up with a great idea or making the next scientific breakthrough but actually developing those ideas and breakthroughs and finding ways to execute them in practice. Doing so successfully requires that the individuals involved have the necessary attitudes and skills, which is not always the case. How then can companies encourage more entrepreneurial attitudes and approaches among their employees so that good ideas are not lost? Experiential learning is the most effective way of developing and supporting intrapreneurship (the term used for entrepreneurship inside companies) but in resource- and time-constrained environment it is not often readily achievable. An engaging form of experiential learning with low time commitment is therefore required.

Expected deliverables

A 'Choose Your Own Adventure'-style book on intrapreneurship will be created during this project. This book will introduce potential intrapreneurs to the typical challenges they will face when trying to develop and commercialise new ideas and opportunities inside established organisations. In the book, the reader will face a series of decisions, including those around obtaining and mobilising resources and support for an idea, and the selection of commercialisation strategy and business model, along with dealing with institutional resistance to novel ideas.

Engagement opportunities

During the development of the book there will be opportunities for STIM members to be part of the testing and feedback process, predominantly in May-August 2017.