

New Business Innovation Game Teaches: Get Bold or Get Old

Our society loves to glorify the individual innovator but smart business leaders understand the new reality: 21st century style innovation is a team sport that takes everyone playing together to win.

Mission Viejo, California (April 16, 2007) -- "Innovation is as critical for established companies as it is for start-ups," reports *The Wall Street Journal*, February 27, 2007. But there's a big problem: According to a 2006 global study by IBM, 75% of 750 CEOs agree that innovation takes collaboration – and frighteningly – more than half admit their organizations aren't very good at it.

A new innovation game from learning product designer Originaliti Media Inc., tackles both challenges. It's based on the premise that innovation is a team sport: To win, everyone has to play.

Anand Chhatpar, CEO of BrainReactions Inc., and a recent *Business Week* Entrepreneur of the Year, was among the first to test the game in late fall 2006. "I was on a team with other executives of all ages and cultural backgrounds. The way business stories are used in the game to inspire our own solutions and ideas turned into such a rich experience. No one wanted to break for lunch – we wanted to finish the game." "Great learning games are innately engaging because they're real life business dramas where players have to think fast, digest a lot of information, and both compete and collaborate to win," says Originaliti founder Sue Baechler. "You perform with your peers – which keeps adrenaline high – and the conversation is about what matters to you – which keeps interest high."

Fortune Magazine's "Best Companies To Work For" like Deloitte & Touche and Genentech, are among companies using Originaliti learning products because the interactive design gets immediate results and the content design condenses large amounts of data into bite-sized chunks. Says Genentech's Executive Development Director Steven Kowalski, Ph.D., "Originaliti's products use an innovative combination of learning modalities from online technologies to apprenticeship, knowledge sharing and transfer, reading, kinesthetic activity, and conversation/dialogue storytelling."

Smart CEO's and business leaders are looking for ways to help teams collaborate to innovate. The iF innovation game from Originaliti is a solution for both needs. It requires players to assess their current behaviors together, and practice bold innovation behaviors together to win. *iF - Ten Bold Behaviors for Innovation Feats*, is played at meetings, trainings and retreats in face-to-face sessions in groups of eight. The innovation game promises that *if* you use ten bold behaviors for innovation feats – you win.

For additional information on the iF™ innovation game (or for a sample) contact Sue Baechler or visit <http://www.originaliti.com/innovationgame.php> Learn how Originaliti can customize game content or add a facilitator for your event.

Originaliti Media Inc is a 15-year learning product designer based in Southern California, developing products and events for businesspeople worldwide that grow businesses by changing and enhancing the way people think and act together.

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