

## - A PUBLICATION OF SENTENTIA GAMIFICATION -



The program was launched in 2014 by Confecámaras, the guild of Chambers of Commerce of Colombia and Colciencias, the state agency for the promotion of innovation in the country. The objective was to increase the level of innovation among companies in Colombia.

WakeUpBrain was selected as one of the main methodologies for the program, with the WakeUpBrain team supporting more than 1000 companies in 14 cities.

The WakeUpBrain Game was recognized as a Training Magazine Award finalist for *Excellence in No-Tech Gamification Design* at GamiCon 2018.



## Alliances for Innovation Program



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## The Objective

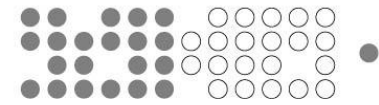
**To help more than 1,000 Subject Matter Experts in 14 cities in Colombia to adopt innovation practices.**



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# WakeUpBrain®



# Main Challenges

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01

**Amount of firms.** How to work with big groups? How to cover 14 cities simultaneously?

02

**Diversity of interests.** Having SMBs working along with big companies, how to build a program attractive enough for all of them? How to maintain motivation and diminish desertion?

03

**Informality.** How to build key performance indicators and follow them?

04

**Low budget.** How to do it as cheap as possible? How to have the participants working without demanding too much time from facilitators?

05

**Short term vision.** How to achieve fast results (2 months) but get impact into the long term culture?

A dark blue silhouette of a person in a suit pointing with a stick at a large screen. The screen displays two interlocking gears. The word 'Methodology' is centered on the screen, underlined with a green line.

# Methodology





## MACROS

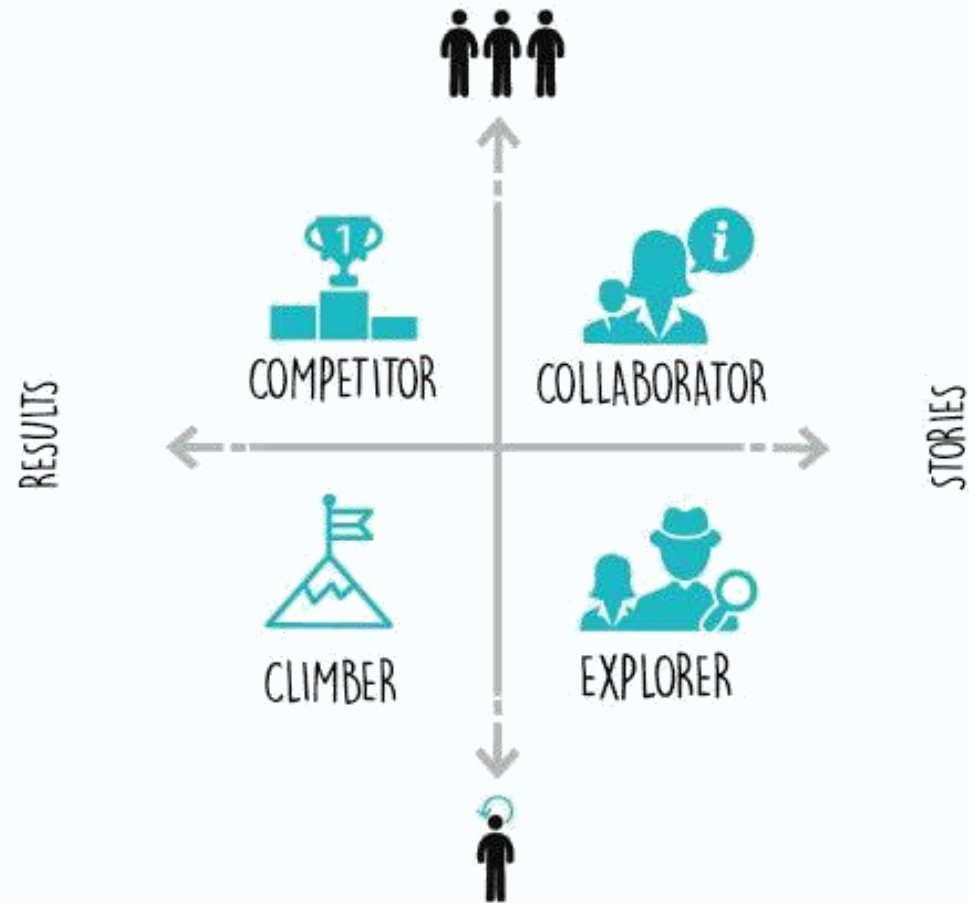
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A six step process to innovate, based on design thinking.

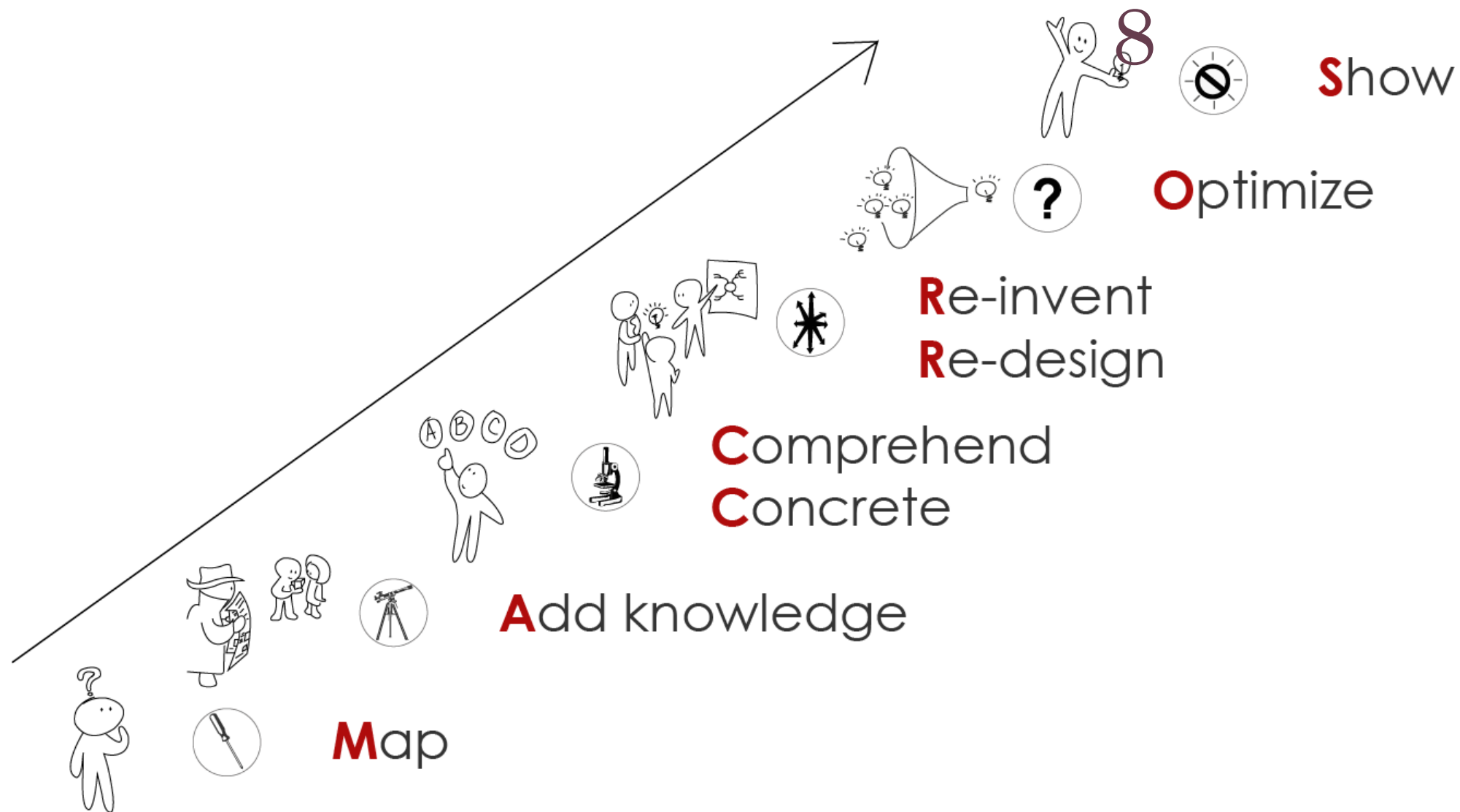
A set of games for each step of MACROS in order to get fast and structured results.

All games using the same set of cards (WakeUpBrain Game) and the MACROS guide.

Gamified management, based on WakeUpCulture model of four player styles.



WakeUpCulture model based on Richard Bartle Taxonomy.  
Used for the design of a gamified innovation process.







+1000

Companies completed the process.



+1000

Innovation projects (new products, services, processes or business model) with 1000 basic prototypes.



1000

Rapid prototype & Elevator pitch



30

Funded for final production



+1500

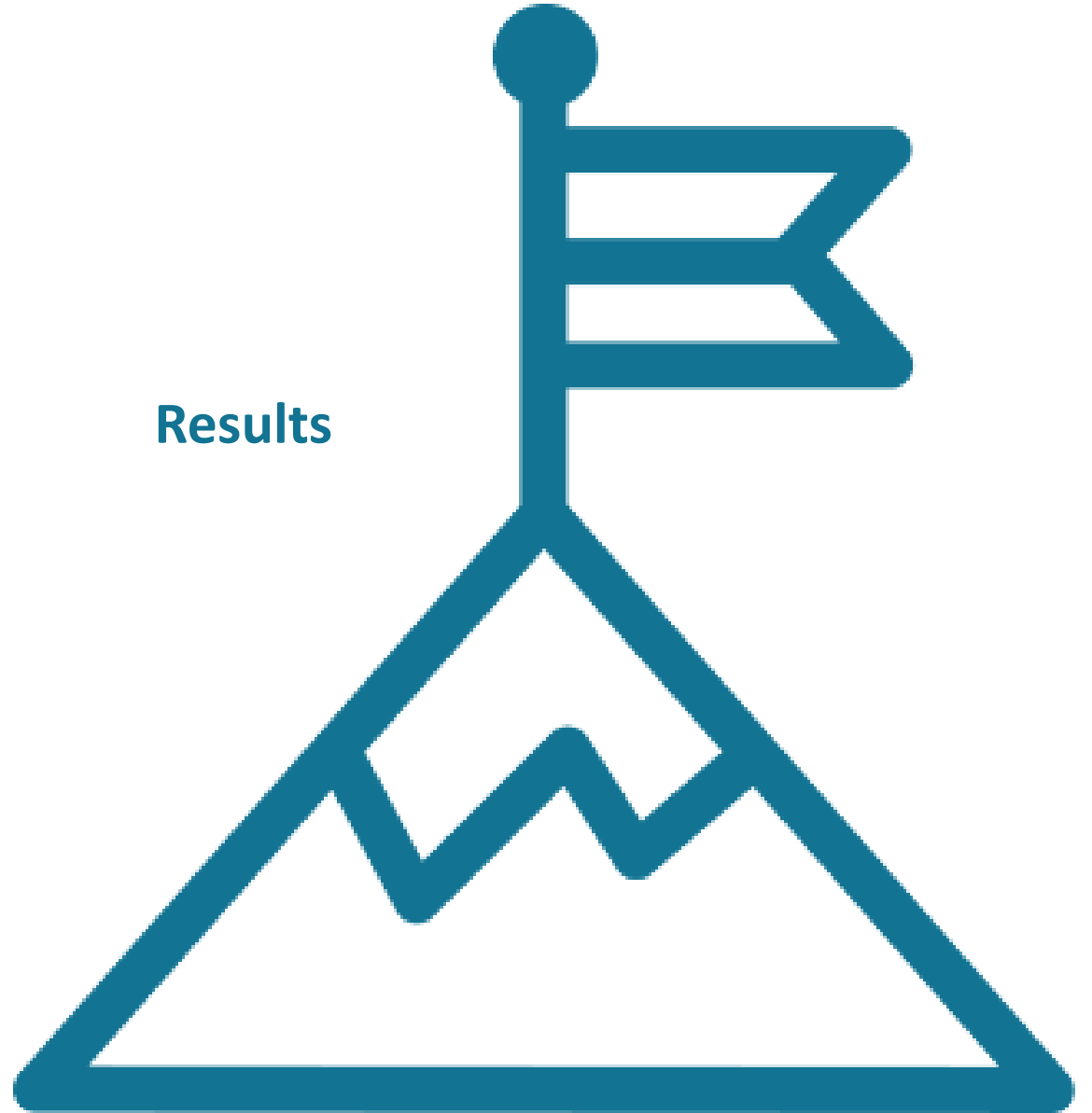
More than 1500 business owners and staff trained in innovation tools

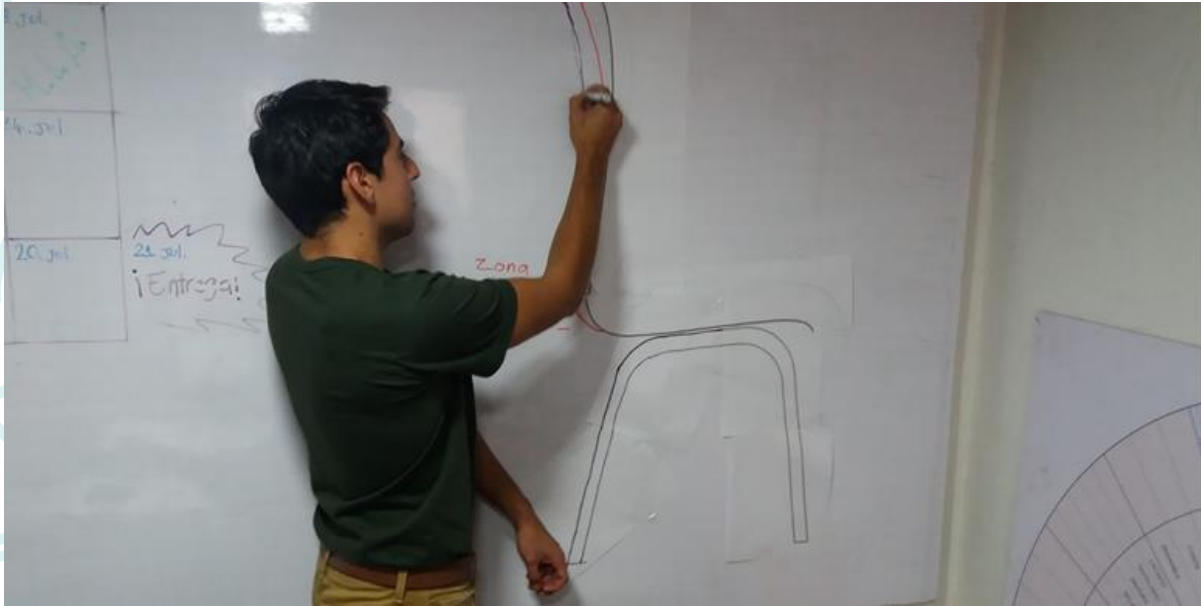


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Local facilitators trained in innovation methodologies and consultancy capabilities

## Results









# Why it works?



# Typical Barriers In Innovation Processes



No practical ways to take an idea into a real innovation



Polarization. Lack of shared understanding of the challenge.



Boredom. No excitement about the innovation project. (Excitement is one of the triggers of creativity, execution and learning.)

## Typical Barriers In Innovation Processes



Ideas constricted by actual limits (Idea into the current framework vs. Idea into a possible future framework). Poor use of imagination.



Paralysis by analysis. Too much weight in idea selection or perfect execution. Ideas remain in the desk until it's too late.



# WakeUpBrain Game Solves These Problems



Gamification dynamics can increase the motivation and reduce the desertion.



Game-based tools help to speed the progress as diminish the time spent in discussions and increase creativity and mental flexibility.

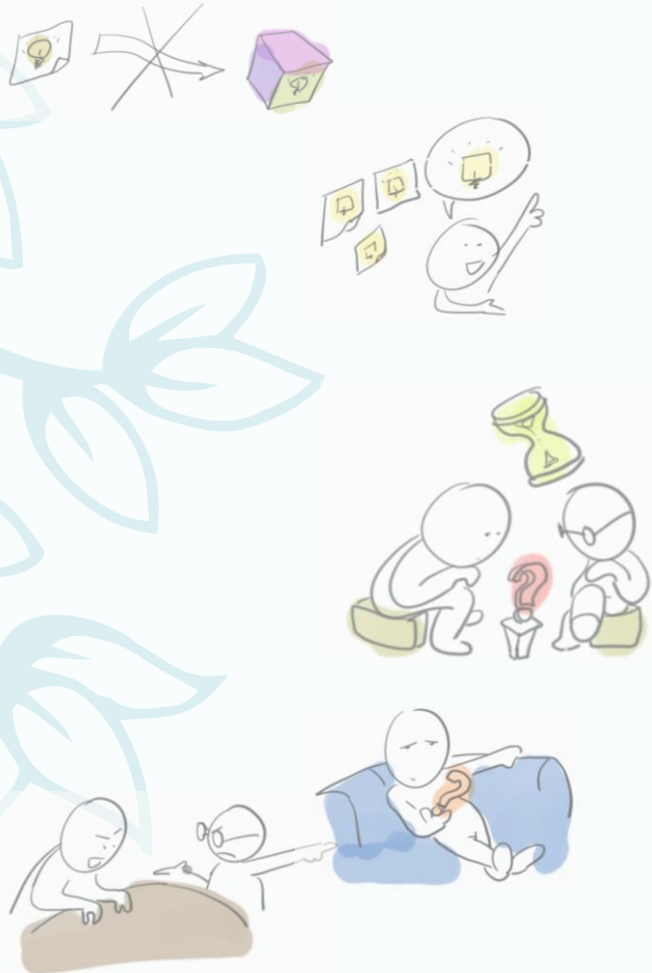


Use of ordered sequences of steps helps the organizations to understand the process and see the importance of the outcomes of each activity.



Appealing design and plain language lower the usual resistance that some participants can have to learn the use of new tools, especially when they are not used to formal training programs.

# The Power of Games



Games have several unique “powers”:

- Spark creative thinking
- Help imagination
- Makes easy to find shared understanding
- Makes easy to accept different thinking routes
- Low risk fear
- Reinforce empathy
- Makes easy to feel open to others ideas
- Reduce “Paralysis by analysis”
- Provide secure scenarios for trial and error



# About Edgar Solano

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An Electronic Engineer and Máster in Innovation and Knowledge Management from Complutense University in Spain. Edgar has been a Marketing and Commercial Manager in Big Technology Firms such as Compaq and Hewlett Packard.

He is the Founder and CEO of Innovation Center of Bogotá, In Colombia ([www.centrodeinnovacion.com](http://www.centrodeinnovacion.com) ) and founder of the Ibero-american Innovation Network ([www.reddeinnovacion.org](http://www.reddeinnovacion.org) ). He is the author of the WakeUpBrain Book and Game ([www.wakeupbrain.com](http://www.wakeupbrain.com)).

His blog: [www.jugarparainnovar.com](http://www.jugarparainnovar.com) is one of the most important blogs devoted to innovation in Spanish and the only one focused on gamification tools.

Solano has been developing game-based tools to accelerate the innovation processes and supporting innovation programs from Mexico to Egypt. He is a frequent speaker in marketing and business forums.

Level Up your corporate learning and development programs, employee onboarding, training, or adult classroom with gamification – a cutting-edge strategy to motivate and engage employees, customers, and students.

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Hosted by Monica Cornetti, CEO of Sententia Gamification and Gamemaster of GamiCon.

Monica's guests include L&D Professionals, Adult Educators, and Platform Providers who give you tips, tools, and techniques to add immediately to your training, talent development leadership, and employee engagement toolbox.

**Put Gamification to work for you!**  
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