

# THE MEDICI GAME

“Inspire innovation and foster creativity in your organization.”

**What do goat's milk, spiders, and fishing line have in common? Music records and airlines? Ant behavior and telecommunications 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.

Participants take a fascinating journey to the Intersection – a place where ideas from different fields and cultures meet and collide, ultimately igniting an explosion of extraordinary new innovations.

*Based on the bestselling book “The Medici Effect” by Frans Johansson.*

During the seminar, teams discuss and explore:

- What is a breakthrough innovation, and how does it occur?
- What type of conditions foster – or obstruct – innovation? Are we working with the right assumptions?
- How well do we leverage our diversity to explore, find and capitalize on new growth opportunities?
- How will we make it happen?

## Creating conditions for breakthrough innovation



### What clients say

*“People tend to look to improve on products and services that already exist, but after playing The Medici Game we were inspired to think beyond the usual. At Rockwell, thinking creatively and having an entrepreneurial spirit are important, so this was a perfect fit and an effective way to spend an afternoon.”*

– Nick Nichols, Training Manager, Rockwell Automation, USA

*“I quickly read the book, but playing The Medici Game together with my colleagues gave me even more! Very fascinating.”*

– Project manager, Pharmaceutical company, Sweden

**Who benefits?**

The Medici Game targets all types of organizations – across industries and people at all levels. It is a critical tool for sales and marketing, human resources, R&D and product development.

Use The Medici Game to:

- Inspire people to think outside of the box and realize their own ability to be innovative.
- Explore some of the latest findings on innovation and reach a shared understanding through dialog and discovery.
- Create an innovative environment and support a cultural shift throughout the organization.
- Kick off a conference, project or other initiative and open people’s minds.



**Who were the Medicis?**

The Medici family used to rule the city of Florence, Italy some 500 years ago. They would sponsor and train people from a range of different disciplines: architects, sculptors, scientists, philosophers, and such.

They brought them together from all over the world to Florence. There they were able to break down barriers – between different cultures and disciplines – to generate what became one of the most creative periods in our history, the Renaissance.

**Facts**

**Material**

Celemi game board and decks of cards.

**Number of participants**

From four to several thousand participants at any one time, or at simultaneous seminars. Participants are grouped in teams of 3-4.

**Participants**

Employees at all levels.

**Time required**

3-4 hours.

**Facilitator**

Managers or other internal people within your own organization. Facilitator support materials are provided and Celemi can run Train-the-Trainer sessions as needed. Facilitators from Celemi’s partner network are also available.

**Languages**

English	Simplified Chinese
French	Spanish (Europe)
German	Swedish
Polish	Turkish

**Celemi Solution Provider:**



**Management Development International, Inc.**  
**Bill Stepansky, President**  
 860-668-6020; [BillStepansky@MDI-Learning.com](mailto:BillStepansky@MDI-Learning.com)  
**Dan Topf, Senior Vice President**  
 641.351.5510; [DanTopf@MDI-Learning.com](mailto:DanTopf@MDI-Learning.com)

