IP BEST PRACTICES

The Roadmap Game

A best practice shared by Niels Kooi.

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The Roadmap Game

Enables organizations to translate culture ambition into a clear, co-created roadmap by gamifying the approach to change and linking strategy to daily behaviour.

Key steps

Use an interactive card game to design a practical culture roadmap, based on the organization's real cultural challenges and strategic priorities.

Co-create a structured approach across Define, Activate, Measure and Live ensuring clarity and alignment. Engage a cross-functional group (Strategy/Transformation, Comms, Business/Ops, HR) to connect ambition, identity, operational reality and people impact.

Capture existing experiences and best practices, enrich them with proven interventions, and build a 1–2 year roadmap that creates ownership and momentum, translated into a clear implementation plan aligned with existing company rhythms.

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