IP BEST PRACTICES

Company Games

A best practice shared by Henno Janmaat.

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Company Games

Gamify the change with short videos, hackathons, or timeframed challenges.

Key steps

Ask people to visualise a specific element of the new identity via a short video.

Ask people what could be done to improve XYZ in a 24h hackathon form.

Invent a little challenge that people can compete around in a certain timeframe.

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