Corporate Innovation

/ɪnəˈveɪʃ(ə)n/

—

NOUN
the commercialization of an idea
(the ability to create value through
new ideas and improved solutions)

board of innovation

How to play the game:

Divide the group into multiple teams of 3 players or more.

Select a Referee who will hold the cards and assign points.

Each round, a different person from one of the teams stands up in front of their group and takes a card from The Referee. This person becomes The Consultant.

The Consultant has 30 seconds to describe the word highlighted in red without mentioning the ones in the white area below it (which are the taboo words).

While The Consultant is explaining the word, The Consultant's team has to guess what the word is. If the team succeeds, they earn one point. The Consultant can then draw another card and repeat the process to earn more points in the remaining time.

What not to do?

If The Consultant mentions one of the words in the white area, the team loses one point.

The Consultant can skip a word if it's too difficult to explain. However, after skipping two words, The Consultant's team will start losing one point for each additional card that is skipped.

Why play this game?

The innovation world is full of buzzwords, and everyone seems to have a different definition for each of them. However, if we want to collaborate with people from various backgrounds and departments, it's essential that we learn how to speak the same language.

Learn to describe innovation terms simply so that everyone understands them and you'll ensure your teams are on the same page. That's why we developed Innovation Taboo based on the work of designers Henni Nguyen and Lea Hertzfeld. This game will enable you and your team to speak a universal language of innovation.

Taboo

/təˈbuː/

—

ADJECTIVE
prohibited or restricted
by social custom

FOCUS

Aim

Concentration

Essential

Moment

Distraction

WORK

Profession

Job

Earning

Purpose

Outcome

CONNECTION

Network

Patterns

Process

Things

Understanding

IMPLEMENTATION

Idea

Sprint

Build

Project

Feasibility

COMPLEXITY

Chaos

Understanding

Systems

Structure

Define

NETWORK

Internet

Connections

Process

Collaboration

WiFi

LEAN MANAGEMENT

Philosophy

Startup

Eric Ries

Waste

Improvement

AGILE

Software

Method

Teams

Process

IT

EMOTION

Feeling

Body

Research

Persona

Empathy

EMPATHY

Emotion

Understanding

Others

Feeling

Research

CONVERGE

Sensemaking

Diverge

Narrowing down

Double Diamond

Design Thinking

DIVERGE

Ideation

Research

Opening up

Design Thinking

Quantity

DOUBLE DIAMOND

Design Thinking

Process

Brainstorm

Divergence

Convergence

ITERATION

Prototyping

Failing

Experimentation

Testing

Lean

PROTOTYPING

Test

Iteration

Concept

Design Thinking

MVP

DISRUPTIVE

Innovation

Business

Change

New

Radical

RADICAL

Disruption

Innovation

Business

Politics

Ideas

DESIGN

Approach

Business

Creativity

Process

Methodology

VIRTUAL REALITY

AR

Simulation

World

Immersive

Experience

DESIGN TOOL

Design Thinking

Framework

Process

Double Diamond

Business

TEAM

Collaboration

Sharing

Colleagues

Project

Skills

DOING

Making

Learn

Thinking

Fast

Prototype

IDEA

Insight

Creativity

Quantity

Thinking

Quality

PURPOSE

Value

Goal

Vision

Why

Impact

BUSINESS MODEL

Revenues

Canvas

Activities

Capture

Exchange

CREATIVITY

Doing

Intuition

Idea

Problem

Creation

DESIGN THINKING

Process

Mindset

Innovation

Customer

Phases

INNOVATION

New

Change

Creativity

Business

Disruptive

INTUITION

Idea

Inspiration

Feeling

Imagination

Gut

REVENUE STREAM

Cashflow

Revenues

Channels

Customers

Value

TRIGGER

Idea

Connection

Inspiration

HMW

Brainstorm cards

SILO

Corporation

Function

Structure

Hierarchy

Organization

IMAGINATION

Abstract

Thinking

Metaphors

Inspiration

Creation

FINANCE

Accounting

Costs

Revenues

Administration

Sheet

MVP

Prototypes

Experiment

Lean startup

Landing page

Acronym

STARTUP

Silicon Valley

Company

Disruptive

Lean

Innovation

THINKING

Brain

Design

Rational

Knowledge

Creativity

EXPERIENCE

Emotions

Memory

Workshop

Empathy

Moment

PROCESS

Structure

Double Diamond

Design Thinking

Methodology

Business

EXPERIMENT

Learning

Making

Fast

MVP

Assumption

IDEATION

Converge

Ideas

Diverge

Creativity

Tools

COLLABORATION

Project

Team

Design Thinking

Colleagues

Experience

CO-CREATION

Together

Collaboration

Design Thinking

Ideation

Process

MEANING

Purpose

Making

Insight

Research

Define

STRATEGY

Direction

Uncertainty

Leadership

Company

Tactic

CHAOS

Disorder

Order

Uncertainty

Design Thinking

Noise

COACHING

Teaching

Challenger

Growth

Objective

Support

PROGRESS

Direction

Improvement

Knowledge

Science

Innovation

MISSION

Future

Strategy

Purpose

Process

Goal

EXPLORATION

Journey

Discovery

Uncertainty

Problem

Insight

LEARNING

Thinking

School

Knowledge

Experience

Book

INSIGHT

Idea

Research

Understanding

Empathy

Tools

INSTINCT

Feeling

Nature

Self

Energy

Inside

ACCELERATOR

Intrapreneur

Program

Business model

Team

Innovation

DESIGNER

Graphics

*Any profession

Methodology

Customer

Product

PRACTICE

Theory

Discipline

Making

Profession

Perfect

FUTURE

Scenario

Forecast

Past

Present

Strategy

MOTIVATION

Emotion

Power

Action

Drive

Meaning

PATTERN

Combination

Connection

Thinking

Convergence

Sensemaking

ADMINISTRATION

Documents

Business

Routine

Projects

Consultants

STICKY NOTES

Post-its

Ideation

Colors

Paper

Design Thinking

CONCEPT

Idea

Outcome

Structure

Card

Converge

BUSINESS DESIGN

Innovation

Challenge

Accelerator

Methodology

Process

BRAINSTORMING

Idea

Team

Activity

Problem

Solution

CULTURE

Values

People

Beliefs

Norms

Strategy

TECHNOLOGY

Human-made

Production

Science

Innovation

Knowledge

SHARPIES

Pen

Colors

Write

Sticky notes

Workshop

HIRING

Interview

Employees

Join

Company

Stressful

ENTREPRENEUR

Founder

Startup

Project

Company

Product

DIGITAL

Analog

Internet

Website

Applications

Software

FUNNEL

Sales

Innovation

Guide

Moving

Steps

TREND

Research

Change

People

Pattern

Development

JOURNEY

Experience

Customer

Steps

Map

Interaction

PLANNING

Decision

Future

Team

Control

Steps

PRESENTATION

PowerPoint

Result

Pitch

Talk

Keynote