

INNOVATION DESIGN: BUILDING A ROBOTIC PRODUCT AND DELIVERING AN INNOVATIVE SALES PITCH

WITH LEGO® BOOST

CLIENT APPLICATION AND PURPOSE

Building a robotic product with the LEG® Boost toolkit helps teams improve their collective ability to innovate, develop and sell new products. By building and coding a product within a limited amount of time, the activity requires teams to distribute tasks effectively and execute with agility to build a minimum viable product. Teams need to apply their innovative and creative thinking skills to come up with a unique sales pitch for their product.

ENHANCEMENT OF COLLECTIVE INTELLIGENCE

In the CIQ model of Collective Intelligence, the two major components that are being addressed by this activity are CIQ Cognitive Intelligence and CIQ Team Intelligence.

CIQ Cognitive Intelligence

= Ability to share and integrate complex information amongst a team

Innovation Design with LEG® Boost addresses creativity and innovation on a team level.

Throughout the process of product creation, the team is challenged to brainstorm a multitude of applications and develop an innovative way of selling their product.

Team skills that are improved by this activity include, but are not limited to, the exchange and integration of individual knowledge, effective coordination of individuals and the ability to learn and adapt on a continuous basis.

CIQ Team Intelligence

= Ability to effectively coordinate processes between the individual and team level

Regarding team intelligence, LEG® Boost increases team communication, abstract as well as practical thinking, being agile as a system and leadership skills on an individual level.

OUTCOME

After completing the Innovation Design with LEG® Boost activity, teams report an increased ability to innovate and communicate their work effectively. Team members also gain a better understanding their unique skill sets and how to leverage these skills for a specific task or assignment.

The combination of gamification and technologically advanced design of LEG® Boost helps teams to create and innovate in a fun yet realistic environment.