



1 Innovation is the North Star for companies because it allows them to adapt, stay competitive, and seize new opportunities in an ever-evolving business landscape.

2 Out of the box thinking ... requires intensive exchange of ideas, perceptions and facts between humans, as we humans can create something bigger together than we can as individuals

But human collaboration is often chaotic, and with number of people grows complexity

3 With a changing workforce Millennials and Gen-Z require new ways of working

Both generations:

- are key on corporate social responsibility
- expect to use technology whenever possible
- want to have top employee experience
- expect clear communication and consistent feedback (instantly)
- favour instant gratification

Millennials

- prefer job flexibility
- value work-life balance
- prefer encouraging feedback
- respond to written and visual communication

Gen Z

- prioritize job stability
- value salary/career growth
- prefer straight feedback
- respond best to short-form video communication

4 Engagement & Co-Creation becomes even more critical

- Instant engagement with others
- Simple to use
- Real-time feedback & response
- Motivate through gamification

5 There are four key areas that are critical for creativity and innovation

Sense

In today's fast-changing economy, companies must sense developments, opinions, and ideas from all stakeholders in real-time, regardless of space and time, laying the foundation for strategy, direction, and innovation.

Innovate

Leveraging insights from co-creation drives innovation, tapping into the collective intelligence and creativity of stakeholders to enhance outcomes and foster ownership, engagement, and loyalty.

Insights

Leveraging co-creation and best practices, both internally and externally, helps companies learn, stay open to fresh ideas, gain insights from global innovators, and inspire employees with a broader perspective to approach challenging situations.

Engage

To secure productivity, performance, loyalty, retention, creativity, and innovation from the next generation workforce, companies must adopt instant engagement, real-time feedback loops, and gamification to attract and develop top talent.

6 co-creation IOx provides co-creation, innovation and ideation functionality for a broad range of situations

Selection of potential use cases:

- Enablement and Acceleration for CHANGE MANAGEMENT**
- IDEATION & INNOVATION MANAGEMENT** from department to corporate wide initiatives
- Simplify co-operation in LARGE AND COMPLEX PROGRAMS** like M&A
- Co-Creation in PRODUCT DEVELOPMENT**
- Identifying creative solutions for CRITICAL BUSINESS ISSUES** in an instant
- FEEDBACK & EVALUATION** (internal & external) independent from space & time

The co-create IOx platform provides powerful and easy to use functionalities for SENSE, INNOVATE, INSIGHTS and ENGAGE. This makes co-creation a natural way of working – for all generations!

Sense

USE CASES

- get quantitative and qualitative feedback from an individually selected group of people (from within and outside of your firm)
- assess strategic options, critical issues, or gather data and feedback about interesting questions
- explore options for decision making with key stakeholders

Speed

- Create intelligent forms for creating insights and feedback in minutes

Space & Time

- Engage participants instantly independent of location and time

Best Practice

- Create a library of custom forms or use best practice templates

Innovate

USE CASES

- product development / Co-Creation
- perpetual feedback and evaluation (internal & external) ; Customer engagement
- culture change enablement and activation (creating buy-in through participation)
- innovation management (sophisticated and modular end to end approach powered by gamification)

Flexibility

- create group, business unit or company-wide ideation initiatives for any topic

Multi-Stage

- Define multi-stage ideation, clustering and ratings

AI Support

- Dramatically reduce time from clustering ideas through AI auto clustering

Insights

USE CASES

- corporate knowledge and document management with full flexibility to organise and categorise key information
- best practice repository for proposals, presentations, solutions, delivery results, etc.
- includes best practice approaches for creative problem solving and innovation from the leading global innovators (curated and included in platform)

Store & Find

- Fully customisable knowledge management

Share & Learn

- Easy way to contribute and retrieve best practice

Get Inspired

- Adopt best practice idea for creative problem solving and innovation

Engage

USE CASES

- enable employees to continuously engage with others for any topic or initiative – from complex projects to evaluating simple questions
- provide millennials and gen-z with social tool functions in business (secure, compliant)
- use gamification to enhance engagement, motivation, and learning by applying gaming elements in business

Gamification is an optional module, that can be implemented in pre-customization or adapted to specific Game-Loops according to customer requirements. The module is based on the BrainBrosia Gaming-Suite.

Feedback

- Create simple and secure ways to let employees engage with each other

Instant

- Reduce time between action and results through new approaches

Gamification*

- Introduce game-like mechanics with clear objectives and rewards

Benefits through engagement

- Gamification functionality and incentives:
 - Level system, experience – progression & influence
 - Quest system – individual direction
 - Labor-based and quality-based incentives
 - Game currency, shop, boosters & virtual goods, inventory – strategy & tactics
 - Rankings – analytics
 - Content prioritisation based on user experience/level & feedback of community
- Steering mindset and behaviour
- Learn & engage with play