



Gamestorming (German Edition)

Dave Gray

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Viele erfolgreiche Unternehmen zeichnen sich durch große Innovationsfreudigkeit und Kreativität aus. Doch wie gelingt ihnen das? Wie entstehen überhaupt innovative Ideen? Wie löst man sich von alten Mustern, um wirklich Neues zu entwickeln? Gamestorming hat Antworten auf diese Fragen und beweist, dass man nicht hexen muss, um kreativ zu sein – sondern spielen! Die Autoren haben 80 Spiele zusammengetragen, mit denen Sie und Ihr Team es schaffen, Denkblockaden zu überwinden, besser zu kommunizieren und zu neuen Erkenntnissen zu gelangen.

Aus dem Inhalt:

Konflikte überwinden und das Engagement der Mitarbeiter steigern

Zusammenarbeit und Kommunikation optimieren

Das Verständnis von Kunden- und User-Experience verbessern

Bessere Ideen entwickeln – und das schneller als je zuvor

Meetings verkürzen und produktiver gestalten

Komplexe Systeme und Dynamiken erkunden

Die Wurzel eines Problems erkennen und einen Weg zur Lösung finden

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