



THE MEDICI GAME

Based on the book *The Medici Effect* by Frans Johansson

The Medici Game™ A Mini Experience

The *Myth or Fact?* challenge is one compelling component of **My Journal Coach's Innovation Workshop** which explores the core concepts that drive innovation.

This mini challenge features three pairs of cards. Consider each pair and determine which of the two statements you believe to be true — the factual statement. When you have made your selection, click the answer bar.

[Click here to begin](#)

Myth or fact?

New ideas are generated by...

A

Past success

Groundbreaking innovators are successful because of their true genius. Their past success makes it highly likely that they will be the ones to find the next brilliant idea or concept.

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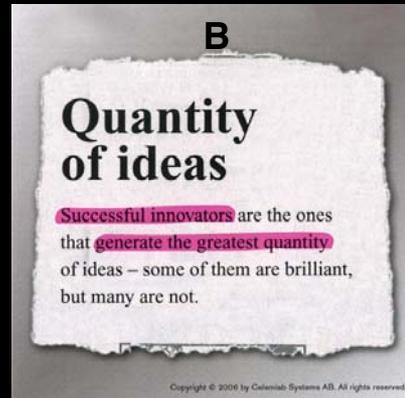
B

Quantity of ideas

Successful innovators are the ones that generate the greatest quantity of ideas – some of them are brilliant, but many are not.

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[Click Here for Answer](#)



Fact: New ideas are generated by **quantity of ideas**

The creative process is random. The only thing you can do to improve the odds of coming up with a truly original idea is to come up with a lot of ideas!

The take away: A good guiding principle for innovation is “more is more.” Challenge yourself to reach a certain number of ideas before you evaluate them.

Next Question

Myth or fact?

Time pressure...



A

Limits
originality



**INTENSE TIME STRESS
REDUCES CREATIVITY**

We're less likely to come up
with new and original ideas
under stress.

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B

Inspires
invention

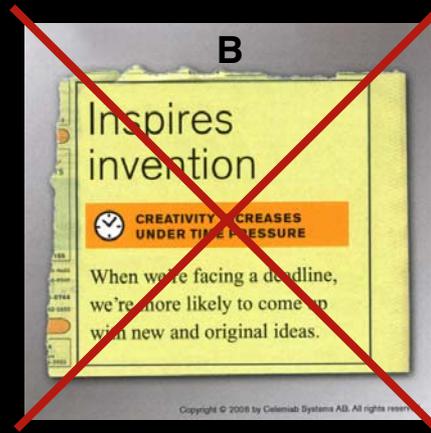
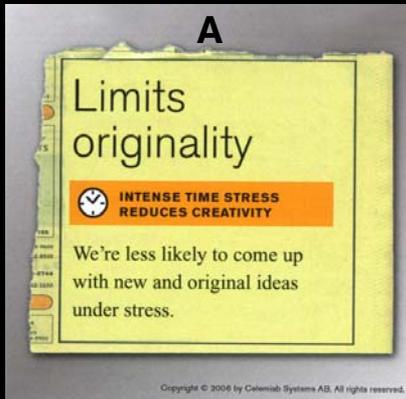


**CREATIVITY INCREASES
UNDER TIME PRESSURE**

When we're facing a deadline,
we're more likely to come up
with new and original ideas.

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[Click Here for Answer](#)



Fact: Time pressure **limits originality**

The belief that we are more creative under pressure is deeply entrained. But research indicates that the reverse is true; we are less creative under time pressure.

The take away: Strive to allow time for the creative process. Plan for incubation periods —time to let the mind work through a problem on its own, subconsciously, while our conscious mind focuses on other matters.

Next Question

Myth or fact?

Rewards and incentives have this impact on innovation...

A

Creativity is increased

**Explicit incentives and rewards
are a good way to encourage creativity
and innovation in organizations.**

People are more creative when they
know they'll be rewarded for it.

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B

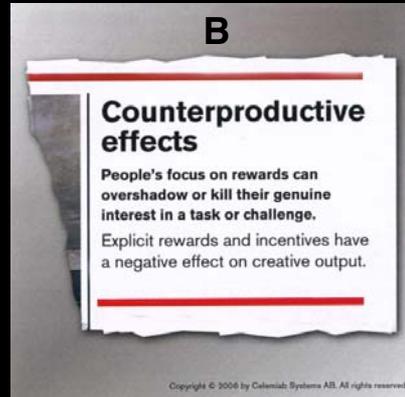
Counterproductive effects

**People's focus on rewards can
overshadow or kill their genuine
interest in a task or challenge.**

Explicit rewards and incentives have
a negative effect on creative output.

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[Click Here for Answer](#)



Fact: Rewards and incentives have a **counterproductive effect**

It turns out that we're less creative when we know there's a reward for a particularly smart solution. Researchers say that it's the internal drivers — our innate interest in a subject or challenge — that are the best drivers of creativity. Further, research shows that explicit rewards actually *decrease* our creative output!

The take away: Organizations face a tricky challenge when it comes to rewards. People must be rewarded generously and fairly for their contributions to the business, but must avoid creating explicit, external driving forces that overshadow people's internal drive.

Conclusion

If you are surprised by some of these facts, you are not alone! Innovation is on the agenda in organizations around the world, but few are organized to inspire and cultivate the breakthrough thinking needed to compete in today's marketplace.

You've challenged your beliefs. Now, challenge your habits. With a new understanding of the logic behind some of the conditions that foster creative thinking, go back to your workplace and commit to making one change that will improve your own chances for innovation!

For more information about creating the conditions that spark innovation, visit www.MyJournalCoach.com

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