

The Next Wave: A Serious Game for Applying the Culture and Winning Habits of Nike for New Leaders

BACKGROUND

Nike, Inc. and Smart Game Systems developed a customized, event-style game, *The Next Wave*, for new retail leaders to understand and apply the culture and winning habits of successful managers at Nike to accelerate the learning process, integrate observable behaviors for being effective, and reducing attrition among new recruits.

NEED

- Understanding and applying best practices at Nike takes a long time and increases chances for attrition
- Traditional methods of learning such as classrooms are inadequate to impact behavior change where games can have a better effect
- Game culture development for integrating training experiences more effectively into real-world practice

OBJECTIVES

SGS developed a tabletop event-style game that is easy to learn, fun to play, and challenging for participants to explore the power of working together as a team, applying Nike cultural habits, and prioritizing strategies for effective management of people. The game needed to be playable under 2 hours, accessible for deployment by Nike trainers, and accommodate up to 80 people at a time.

TARGET AUDIENCE

Participants in the game included 8,000 new retail managers worldwide.

SOLUTION

For Nike, the application of a game culture meant the merging of realistic game-based experiences customized to the organization's culture, process, and winning habits which are continuously supported by additional mini-game apps and digital badging into the real world. Scenarios in this game culture can cross departments, tie in performance outcomes, and help to increase communication between silos. With a greater sense of how the system works, participants will be better equipped to be leaders much faster. We are prepared to discuss how developing a game culture and make the difference for you.

RESULTS

SGS and Nike tested the game with 30 managers and stakeholders within the Leadership department. The game was very well-received and participants were very excited about the content and pace of the experience. The game is now being deployed in multiple countries and languages. The Sr. VP of Leadership mentioned the game "drips Nike and the experience was one of the best leadership activities he's seen in 20 years."

NEXT STEPS

SGS has proposed building additional games and the adaptation of our latest technology, Live ScoreCard™ that enables the players and facilitators electronically capture their game experience and telemetry for use in a Leader Board, performance review, and integration with existing HR system.



Participants in *The Next Wave* are encouraged to take risks, work as a team, and apply the winning habits that help them be successful at Nike.