

JOHN BESSANT
Managing Innovation

THE RED-BLUE EXERCISE

Objective: End game with highest positive score for your team. *Rules:*

- 1. There are two teams.
- 2. You will choose to play either Red or Blue.
- 3. You will be scored as follows:

Group A	Group B	Score A	Score B
Red	Red	+3	+3
Red	Blue	-6	+6
Blue	Red	+6	-6
Blue	Blue	-3	-3

There are ten rounds.

You can have a conference with your opposing group after the fourth round. (However, this can only take place at the request of *both groups*.)

You can have another conference after the eighth round, if *both* groups choose this.

The ninth and tenth rounds score double.

- If both groups play Blue, each scores "-6"
- If one group plays Blue, the other Red, Red = -12; Blue = +12
- If both play Red, each scores "+6"

SCORESHEET

Move	Colour played		Score	
	A	В	A	В
1				
2				
3				
4				
(Conference point)				
5				
6				
7				
8				

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(Conference point)		
9 (double score)		
10 (double score)		

Totals	1934	

What did I learn: About my perceptions of the other party?

About myself?