

# The Medici Effect

**Create the conditions for ...**

**...breakthrough innovation**

Step into the "*intersection*" - a creative place where perspectives from more than one culture, gender or field help you break down linear thinking and associate barriers to *create an explosion of remarkable ideas*.

## The Medici Game

*The ½ day game is effective in any team that wants to foster creativity, and can be used as a kick-off for strategic or brand planning sessions.*

*Part I: What is innovation?*

*Part II: The Medici Effect*

*Part III: Myths and Facts?*

*Part IV: What can I/we start doing?*

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Available to the *pharmaceutical industry* through the **Pangaea** Group of Companies

