

## **XLabs Introduces The OSX Beta Operating System for the Accidental Collision Of Ideas (ACOI).**

Creativity is a form of exploration. We take a journey: an excursion, beyond the boundaries of our normal, operational thinking and experience. We venture into unknown territories looking for new ideas because if we look where we've always been, we'll find what we've always found.

### **Part I : The challenge of innovation**

More and more we are hearing reports from our most technologically advanced companies regarding the innovation challenge.

<https://www.innovationexcellence.com/blog/2019/03/10/why-google-can-no-longer-innovate-according-to-a-13-year-veteran/>

In response industry leaders such as Google and Facebook are in process of redesigning their offices to facilitate an emergent solution known as the Accidental Collision of Ideas (ACOI).

<https://tech.cornell.edu/news/how-creative-collisions-drive-innovation/>

Until now, excepting a modicum of references to serendipity, implementing corporations offer no compelling theory as to why ACOI works, other than to "set the stage". The resulting innovations they claim affirm the concept.

<https://tech.cornell.edu/news/how-creative-collisions-drive-innovation/>

The fact that companies are relying on ACOI for enhancing innovation, has been widely confirmed, and is further supported by the current volume of capital allocation into the design of ACOI facilitation space.

<https://hbr.org/2014/10/workspaces-that-move-people>

### **Part II : ACOI Limitations**

While ACOI is considered the current best practice of how to utilize physical space to generate creative ideas, there is currently a dearth of practitioners applying cognitive theory to maximize the innovative output of these accidental collisions.

The reason why an accident best reflects the current understanding of innovation, is because existing models are unable to objectify why collisions of people produce innovations, even though empirical observation supports when creative ideation increases, innovation increases.

At XLabs our challenge was to demonstrate ACOI could be modeled as an intentional process rather than an accident and in this way yield greater innovative output. Toward this end, XLabs cognitive gaming process "Xperience" is grounded in the emerging science of innovation where innovation (I) is expressed as the product of 3 dynamic variables:

C = Creative Ideation

U = Usefulness -

A = Ability of an entity or individual to implement Useful Creativity

So that:  $C + U + A = I$  (Innovation)

XG's purpose is to disrupt the model where accidents (i.e., ACOI) are at the core of the creative ideational process of Fortune 500 companies, and reframes a company's innovation potential as the Intentional Collision of Ideas (ICOI).

### **Part III ; From Accidents to Intentionality**

The Application of Cognitive Science

Given collisions yield innovation, engineering the collision process to increase the value of C and/or U (>C, >U), would improve the innovation yield of these collisions.

#### **Game Design**

At XLabs we have designed a dynamic gamification process to stimulate Creativity and Usefulness.

**Step I : PreVergence** - Statement of Intention

**Step II : Divergence - Convergence (GamePlay)**

Divergence is introduced into GamePlay through serendipitously generated images (SGI). Players then engage in convergence through a process of connecting or finding a common pattern between their statement of intention and the SGI.

### **Step III : Emergence**

An entity's ability (A) to innovate, based on the creative ideation generated by GamePlay, is a function of an entity's innovation capability (IC).

<https://www.jotmi.org/index.php/GT/article/view/910>

For this reason, in Step III all GamePlay ideation is subjected to convergence\* with a company's IC.

\* XLab is currently exploring the co-development of an IC tool based on the Rainforest Network Score Card.

### **Cognitive Science**

Our ability to make sense of the world is directly related to our ability to find meaningful connections between what we know and what is new. Our brains are wired to make sense out of novelty, by fitting the new and divergent into the patterns we know. This is called contextualization.

According to cognitive science, contextualization occurs in the Associative Neural Cortex (ANC). MRI imaging of the brain shows when we are being creative, our ANC is highly active. This strongly evidences contextualization is neurally linked with creativity and can be intentionally sparked by discovering connections between the known and what is unknown, new or divergent from what we know.

XG has gamified this process and delivers creative ideation on demand!

### **GamePlay**

1) Each player begins GamePlay by stating an intention.

While intention is a statement of future direction, it's starting point is convergent with a player's present knowledge and awareness.

2) After stating an intention, the player draws a random LC card which inputs serendipitously generated information (SGI) into GamePlay. Relative to a Player's intention, SGI constitutes varying degrees of unknown, novel and divergent information.

3) The player then makes a connection between their intention (LC Card) and the SGI.

The process of connecting intention to unknown, novel and divergent SGI activates the player's ANC and generates creative ideation. Connecting intention to SGI is the cognitive equivalent to the collision of ideas.

SGI also optimizes the utility of GamePlay's creative ideation. For a more in depth discussion on why SGI enhances useful novelty, see the link below on stochastic optimization & machine intelligence.

[http://www.evolveingai.org/files/InnovationEngine\\_gecco15\\_0.pdf](http://www.evolveingai.org/files/InnovationEngine_gecco15_0.pdf)

4) In addition to Life Circle Cards, Relate Cards (RC) and Challenge Cards (CC) are the other two structured variables in GamePlay. RCs and CCs are drawn in response to a Player's statement of intention. If Players (other than the Player who states the intention) agree with the intention or the Player's ideation of that intention, they can relate (converge). If they disagree they can challenge (diverge). The relate/challenge process subjects the player's intention to varying degrees of convergent or divergent input, which further enhances creative ideation and its utility.

### **Conclusion**

GamePlay (Beta Version) is a dynamic gamification process engineered to stimulate Creativity and Usefulness. It is the first truly robust operating system for ACOI and transforms random collisions into intentional ideation.

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