Design Force brings digital transformation to life through organisational game-play

Played by 650 Colleagues

Campaign teaser video

Inspiring a new 'digital culture' through game-play

The GRID, an imaginative and interactive game, based on The Tron film showed players how Stonewater one of the UK’s leading housing associations has embarked on a three-year, digital transformation programme.

Developing a business-wide 'digital mindset'

Stonewater, a housing association and digital transformation programme, has embarked on a digital journey.

"It's been fascinating to see the range of approaches that colleagues have brought to the challenge. For example, some have been inspired by their own experiences of digital transformation. For others, it's been a chance to reflect on their own role in the programme and explore ways in which they can contribute.

Ultimately, the purpose of the game was to engage colleagues and bring the digital vision to life.