Innovation at Work

Ideation Session
As a team, brainstorm ideas for this challenge

What might we create for

10-12 YEAR-OLD KIDS

that makes them

EXCITED TO EAT VEGETABLES

Remember:
- “Yes, and!”
- Generate many ideas. Defer judgment.
Continue brainstorming with the constraints tool

Start with your Brainstorming Question:

What might we create for 10-12 year-old kids that makes them excited to eat vegetables?

Then add a constraint (use one at a time):

A. Every idea must cost at least $1 million to create.

B. Every idea must get you in trouble with your boss.

C. Every idea must involve fantasy or magic.
Continue brainstorming with the analogy tool

**A THINK OF ANALOGOUS SITUATIONS**

What emotion are we trying to evoke?:

- GET KIDS EXCITED

What/where/who does that well?

- WHO GETS KIDS EXCITED?
  - A MAGICIAN
  - A CANDY STORE!

**B HOW WOULD THEY DO IT?**

What might _A MAGICIAN_ create for _10-12 YEAR-OLD KIDS_ that makes them _EXCITED TO EAT VEGETABLES_?
Use the selection criteria tool to select with intentionality.

Each team member mark two ideas for each criteria (six marks total per person):

- **Q**: THE IDEA THAT IS IMPACTFUL BUT QUICK TO CREATE OR IMPLEMENT
- **B**: THE IDEA UNLIKELY TO WORK, BUT MOST BREAKTHROUGH IF IT DID
- **D**: THE IDEA MOST LIKELY TO DELIGHT THE PEOPLE FOR WHOM WE ARE DESIGNING

Then, as a team, select one *breakthrough* idea and one *delightful* idea to share with the whole group.
Innovation at Work

Using ideation in your own work
**Prework:**

Think of a work project. Within that project, what are specific struggles you are currently having?

Choose struggles that:
- involve other people
- can be solved with a physical thing or experience (not a complex strategy or system)
- that you want to tackle in the next week

**Too simple/narrow:**
Create for The engineering team to help them Send me the technical specifications?
Create for The new hires next month to make them Play my meet-and-greet game?

**Great:**
Create for The new hires next month to help them See the event as fun, not just a requirement?
Create for The government orgs in Singapore and Indonesia to make them Submit their Seafood exports data in my format?
Create for My project team to help them Try new digital tools for work (not revert to what they know)?
Create for Preteen girls to make them Connect with my idea of a costume make-up kit (or see if they do)?

**Too big/broad:**
Create for Our customers to make them Buy our new product?
Create for Our division to make them Implement the service by Q4?

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<table>
<thead>
<tr>
<th>What can I create for</th>
<th>SPECIFIC GROUP OF PEOPLE</th>
<th>that helps them / that makes them [CHOOSE ONE]</th>
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<td>A PHYSICAL ACTION OR MENTAL CHANGE (USE A VERB)</td>
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Write three struggles in this format:
Write down a current struggle, then brainstorm ideas to solve it

What might we create for __________________________________________?

SPECIFIC GROUP OF PEOPLE

that helps them / that makes them ____________________________________

[CHOOSE ONE]

A PHYSICAL ACTION OR MENTAL CHANGE (USE A VERB)

Remember:
- “Yes, and!”
- Generate many ideas. Defer judgment.
Continue brainstorming with the constraints tool

Start with your Brainstorming Question:
What might we create for
______________________________
that helps them / that makes them
______________________________?

Then add a constraint (use one at a time):

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Continue brainstorming with the analogy tool

**THINK OF ANALOGOUS SITUATIONS**

What emotion are we trying to evoke?:

What/where/who does that well?

---

**HOW WOULD THEY DO IT?**

What might _______________________________________
create for _______________________________________
that makes them ___________________________________?

---

A PHYSICAL ACTION OR MENTAL CHANGE

ANALOGOUS SITUATION

SPECIFIC GROUP OF PEOPLE
Use the selection criteria tool to select with intentionality.

Each team member mark two ideas for each criteria (six marks total per person):

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D - THE IDEA MOST LIKELY TO DELIGHT THE PEOPLE FOR WHOM WE ARE DESIGNING

Then, as a team, select one **breakthrough** idea and one **delightful** idea to share with the whole group.
Frame it:

What might we create for

__________________________________________________

that helps them / that makes them

__________________________________________________

A PHYSICAL ACTION OR MENTAL CHANGE (USE A VERB)

Remember:
- “Yes, and!”
- Generate many ideas. Defer judgment.
Start with your Brainstorming Question:

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__________________________________________________
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A THINK OF ANALOGOUS SITUATIONS

What emotion are we trying to evoke?:

What/where/who does that well?

B HOW WOULD THEY DO IT?

What might _______________________ create for _______________________ that makes them _______________________?

________________________________________

ANALOGOUS SITUATION

SPECIFIC GROUP OF PEOPLE

A PHYSICAL ACTION OR MENTAL CHANGE
Each team member mark two ideas for each criteria (six marks total per person):

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