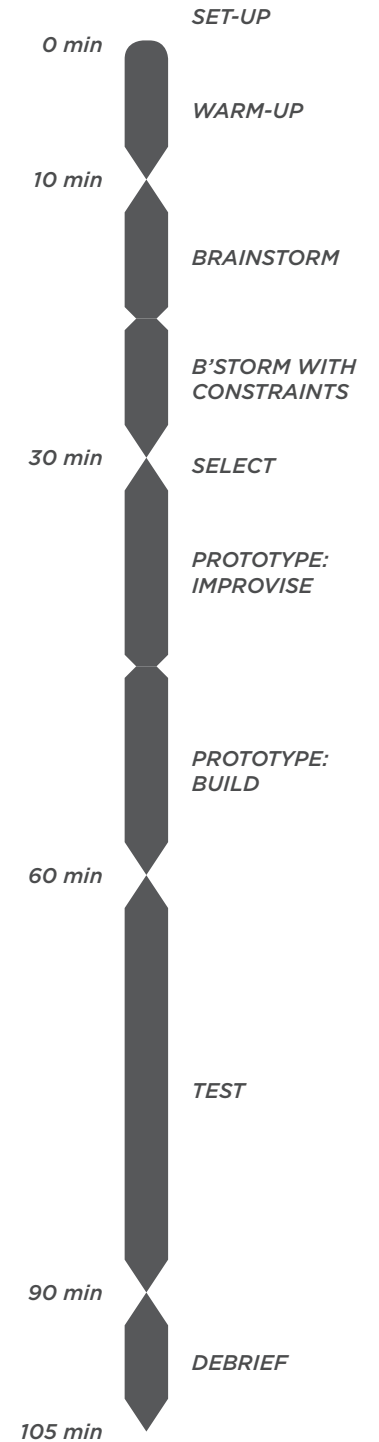


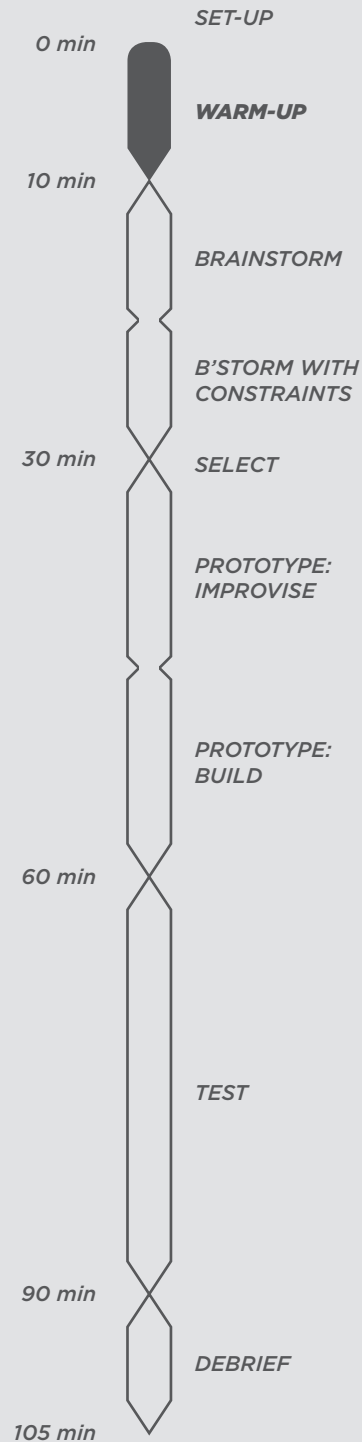
LEAD YOUR TEAM THROUGH

A WELCOME AND WARM-UP,

BRAINSTORMING, PROTOTYPING, TESTING,

AND END WITH A DEBRIEF





WELCOME AND WARM-UP

Welcome your team and warm-up for project work.

TEAM SHOULD BE . . .

Playful together as a way to bond and get into the flow of the work.

ASK YOURSELF

How do you put yourself out there, so others can too?

'YES, AND!' WARM-UP

YES, AND!

As a group **plan a party** for tonight. Stand together and come up with ideas for the party. Respond to each suggestion by saying "Yes, and . . ." and then build on the idea.

BRAINSTORM

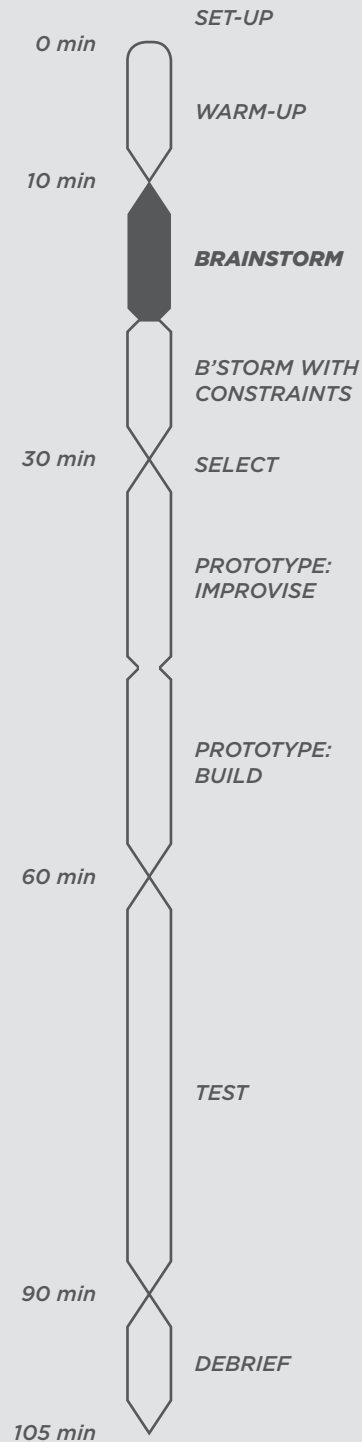
Brainstorm with your team on the challenge.
Generate a large quantity of diverse ideas.

TEAM SHOULD BE . . .

Engaged, energetic, and building on each others' ideas.

ASK YOURSELF . . .

How do we keep momentum and a “Yes, And!” attitude?



BRAINSTORM TOOL

Frame it:

How might we . . .

HELP GROUPS OF DINERS AT OUR RESTAURANT
HAVE A GREAT TIME EVEN WHEN THERE
IS A LONG WAIT FOR A TABLE ?

Remember:

- "Yes, and!"
- Generate many ideas. Defer judgment.

ADD CONSTRAINTS

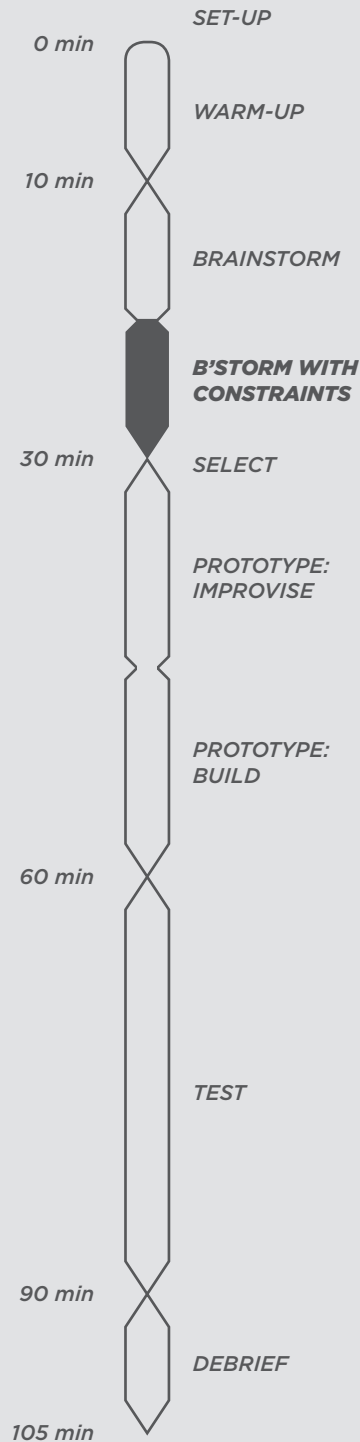
Add constraints to the brainstorm to stoke new thinking on the challenge. Increase the wildness and range of ideas.

TEAM SHOULD BE . . .

Breaking into different territories of solutions by using constraints. Even the silliest of ideas should be built on.

ASK YOURSELF . . .

When do we need a constraint to keep the momentum going?



CONSTRAINTS TOOL

Continue your brainstorm:

How might we . . .

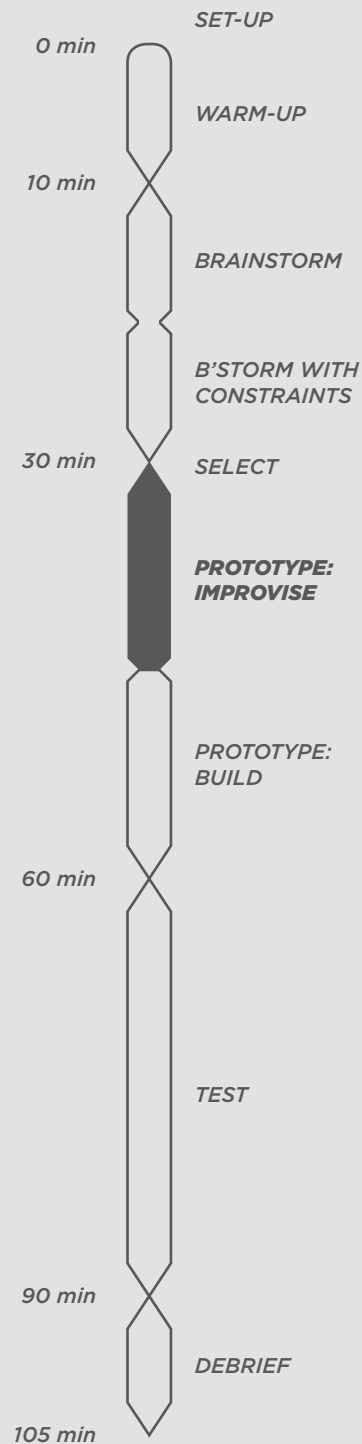
HELP GROUPS OF DINERS AT OUR RESTAURANT
HAVE A GREAT TIME EVEN WHEN THERE
IS A LONG WAIT FOR A TABLE ?

With an added 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. ⇒



IMPROVISE AN IDEA TO LIFE

Select one break-thru idea, and use improvisation to discover the details and aspects of the concept (beyond the headline on the post-it).

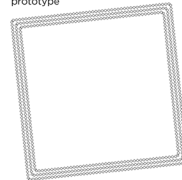
TEAM SHOULD BE . . .

Exploring what the concept could be by playing it out, not just discussing.

ASK YOURSELF . . .

How can we get into the 'scene' quickly and start to play it out?

Select one break-thru idea from the brainstorm to prototype



IMPROVISING TOOL

How to improvise to bring an experience to life

SET THE SCENE

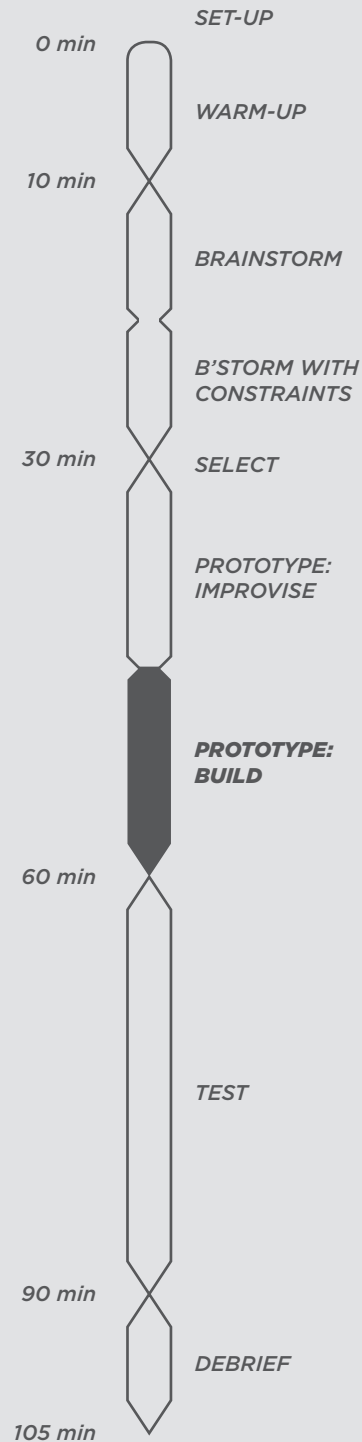
Imagine yourselves in a specific location.
 ("Okay, we are at the _____ . . .")

DEFINE ROLES AND START PLAYING THEM

Just jump into what makes sense.
 ("I'm the _____ person and you are _____ . . .")

IMPROVISE TO DISCOVER

Build on each other's ideas and keep the scene alive.
 Try out ideas by playing through them.



BUILD OUT THE PROTOTYPE

Focus on particular aspect(s) of your concept and build out the prototype so others can experience it.

TEAM SHOULD BE . . .

Shifting from flaring of possibilities (improvising) to focusing on fruitful aspects, and taking action by building.

ASK YOURSELF . . .

How can we keep the prototype simple and focus on aspects that are most useful to get feedback on?

SCENE-PROPS-ROLES TOOL

SCENE
of the experience

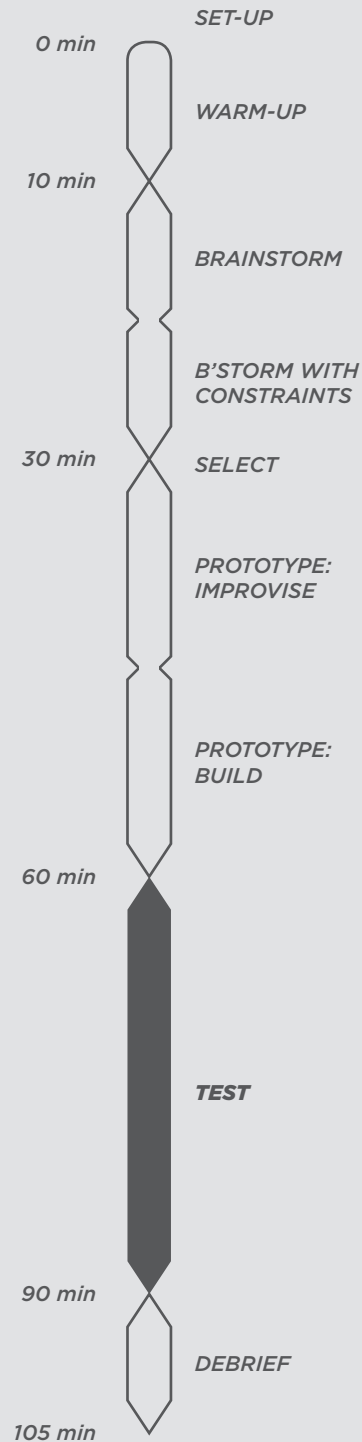
how do you make where you are feel like the "real" setting/context?

PROPS
in the experience

what are the rough versions of the physical things?

ROLES
involved in experience

what are the roles of those "creating" the experience? who are "receiving" the experience? (save these roles for testers)



TEST YOUR CONCEPT

Pair up with another team and get them to experience your concept. Then talk about it and get feedback.

TEAM SHOULD BE . . .

Staying in a learning posture when getting feedback.

ASK YOURSELF . . .

How can we make the test be more like a true experience to react to, not a hypothetical scenario to evaluate?

TESTING TOOL

1. HELP THEM COME INTO YOUR WORLD

SET CONTEXT BY ASKING ABOUT THEIR REAL EXPERIENCES
 "Can you remember the last time you . . .
 WENT OUT TO A RESTAURANT IN A GROUP

START THE SCENE BUILDING OF THEIR REAL EXPERIENCE
 "Okay, you're . . .
 (WALKING INTO THAT RESTAURANT NOW WITH THAT GROUP)

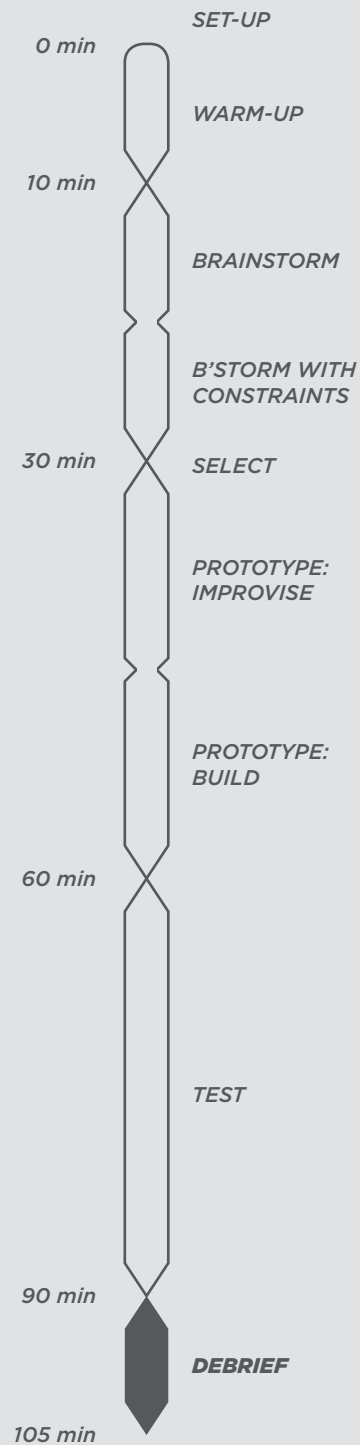
2. LET THEM EXPERIENCE IT

CREATE A PRESENT-TENSE EXPERIENCE
 Don't explain what "would happen".
 Have them experience it right now as though it exists.

3. TALK ABOUT HOW IT WENT

TALK ABOUT WHAT THEY EXPERIENCED
 "How did you feel at that moment; when _____ happened?"
 "I noticed you said/did _____. Tell me about that."
 CONTINUE THE CONVERSATION BEYOND THE CONCEPT
 "Could you tell me why that is important to you?"

TAKE NOTES OF FEEDBACK



DEBRIEF AS A TEAM

Have every team member write one headline about what you might do next (if the project were continuing), and share. Then close the experience by connecting it to their creative practice.

TEAM SHOULD BE . . .

Connecting the project work to the mindset and behavior of showing unfinished work.

ASK YOURSELF . . .

How can I get teammates to reflect for themselves on how they might use tools in their lives and work?

DEBRIEF

WHAT WOULD YOU DO NEXT?

Based on what you've learned from feedback, what would you do next in this project?

Everyone write one headline of what to do next; then share with each other.