

Innovation workshop Climate Solutions

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Program for the day

Ideation session – Climate solutions

Break

Being a consultant: Consultant questions

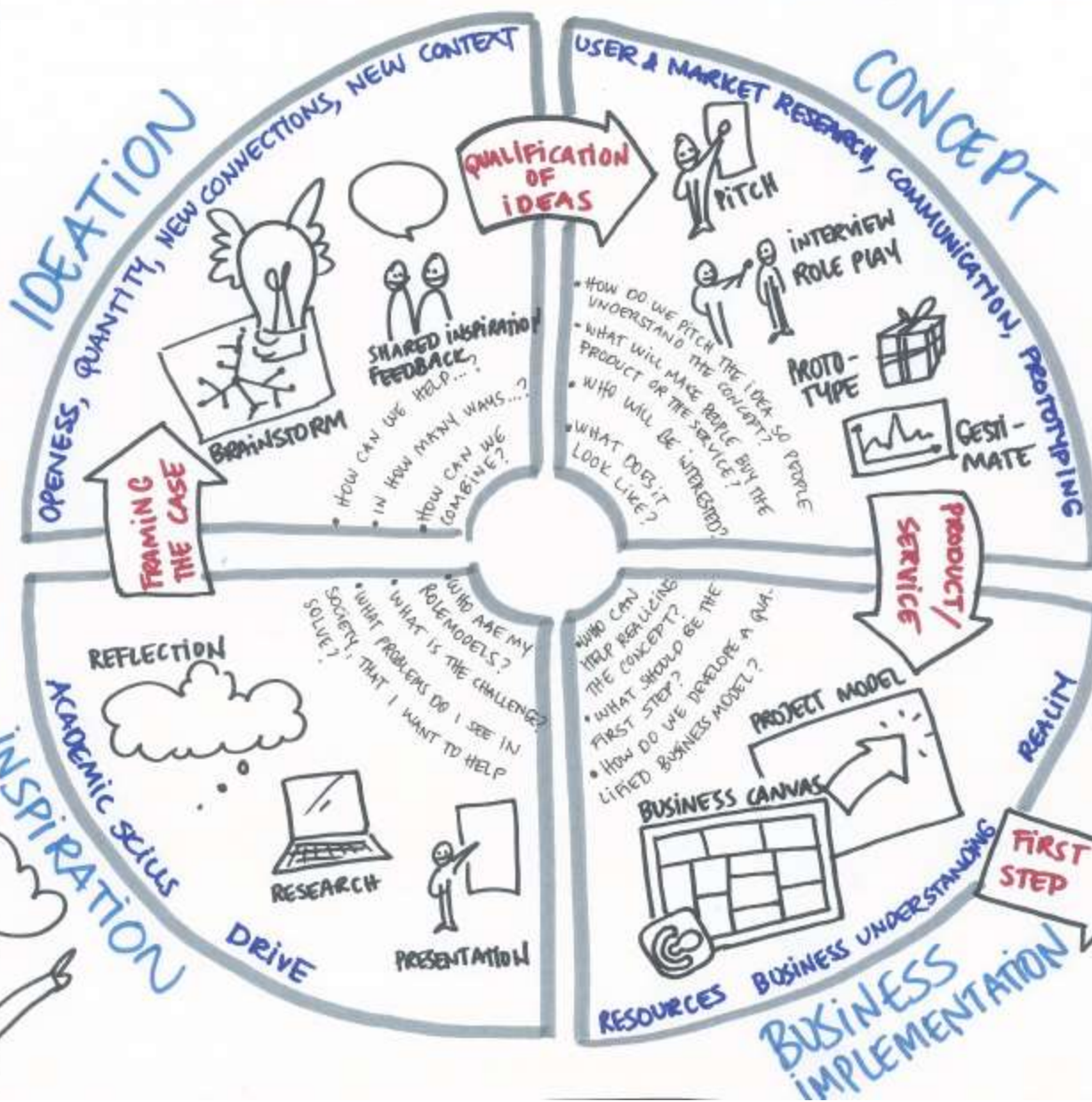
Break

What's next? Planning visit and questions

What to expect from this session?

- Be **inspired** to try out creative methods in a development process
- Enhance the **understanding** of your project challenge
- Get your immediate **ideas** on the table
- Develop a **game plan and research questions** for when visiting your client

INNOVATION PROCESS



Examining ideas...

In your group

- You have 5 minutes coming up with as many bad ideas as possible (min. 5 ideas)

(can be based on your case, but every bad idea is welcome)

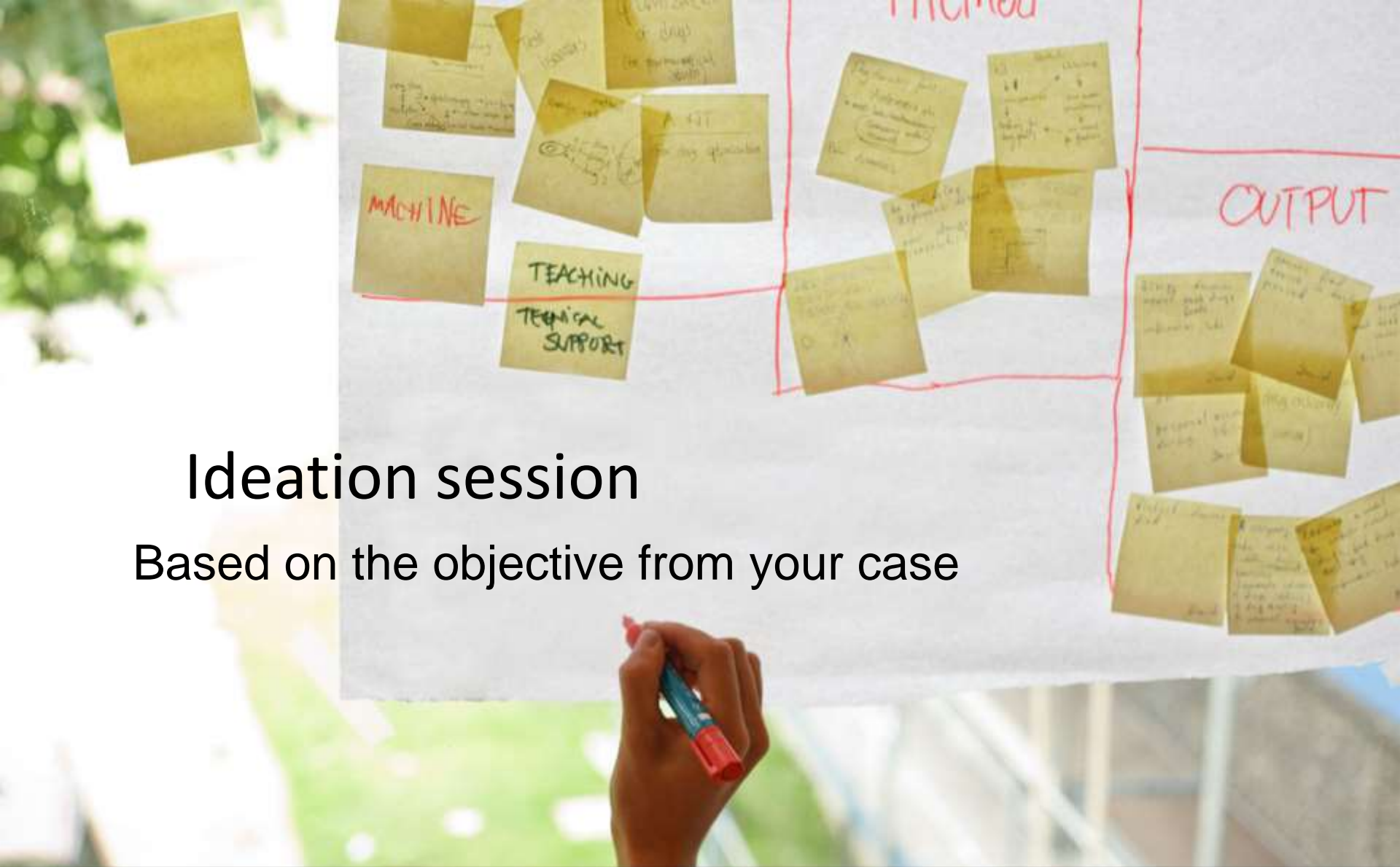
Vote on the worst idea

Discuss why you find it bad...

Give your badest idea to another group

- You have 10 minutes turning the
idea good
- be ready to pitch the idea

Bad ideas vs. Good ideas



Ideation session

Based on the objective from your case

IDEATION

IN THIS PHASE THE AIM IS TO BE OPEN FOR WILD IDEAS. BE ABLE TO SEE NEW CONNECTIONS AND GO FOR MANY IDEAS - QUANTITY

FEEDBACK & REFLECTION

- GIVE CONSTRUCTIVE CRITICISM
- BUILD ON THE IDEAS
- WHAT CAN ENHANCE THE IDEA?



- COMBINATION OF IDEAS
- YES AND...
- LIMIT YOUR TIME

BRAINSTORM



CHOOSING IDEAS FOR QUALIFICATION



- ARE YOU USING YOUR ACADEMIC BACKGROUND AND KNOWLEDGE?
- WHAT IS GOOD ABOUT THE IDEA
- WHAT ARE THE CRITERIA OF SUCCESS
- VOTE

IF YOU MEET A ROADBLOCK

- DO SOMETHING ELSE (GO FOR A WALK, LISTEN TO MUSIC)
- TURN THE IDEA UPSIDE DOWN
- FIND INSPIRATION IN THE QUESTIONS FROM THE "INNOVATION PROCESS" PICTURE



IS THE FRAMING CLEAR?



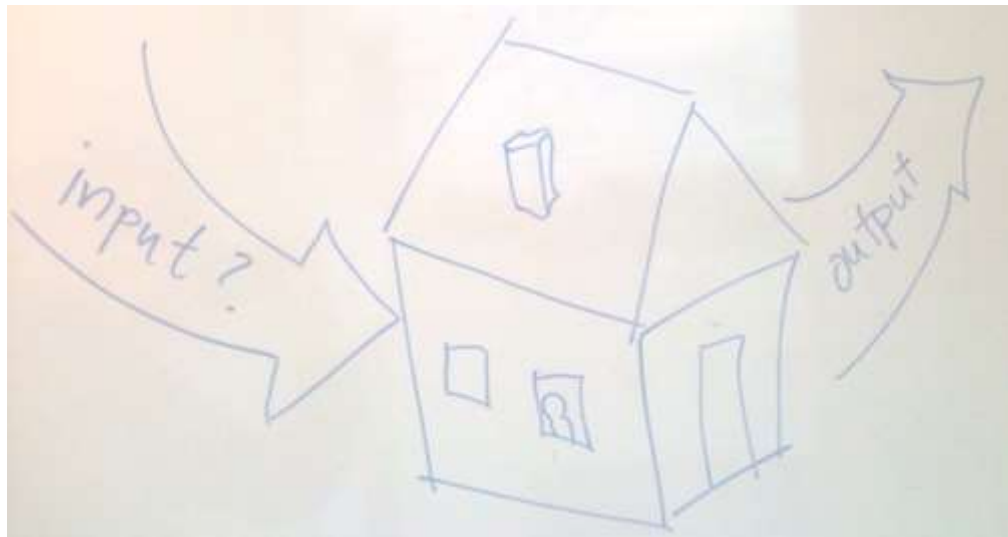
Group principles:

Discuss what kind of principles should be the foundation of the work in the group

(Your case, values, target group etc.)

Visualise your case

- Draw a sketch of your case organisation
- the inputs and outputs
- + other relevant data



Ideation, session 1:

- Write down your case challenge and the preconditions from your case company

Brainstorming rules

Don't censor yourself

Go for quantity

Always say yes!

**Don't judge (there are plenty of time for
That later)**

Brainstorm 1, by yourself: Your immediate ideas

- By yourself: Go for a walk with a stack of post-its:
- Generate as many ideas as possible!
- You have 15 minutes



Brainstorm 2, in your group: All of your ideas

- Look at the ideas in your group
- Can you combine some of the ideas?
- Brainstorm on new ideas
- **You have 15 minutes**



Categorization of ideas

- Categorize the ideas into thematic clusters
- Collect the ideas that resemble each other or solve the similar problems
- Name the thematic clusters



Discuss in your group

- Discuss your idea themes
- What are the selection criteria for evaluating and selecting the best ideas?
- Which ideas would you like to get feedback on?

Present and get feedback

- Present and get feedback from the other groups
- Feedback only about where you see the potential!
- 5 min for each group

Evaluate the ideas

- Choose two ideas
 - the most realistic and
 - the most far out there
- Why do you prefer these?

Investigating the role of the consultant

Type of questions

- Examining questions
- Clarifying questions
- Investigating questions
- Reflecting questions

Examining questions

Purpose: The problem and the framework is clear for all

Ex: Why do they need your help? What have they done before? How does the client think you can help?

Clarifying questions

Purpose: Clarification. A clear "contract".

The client and the consultant know what to expect of each other.

Information is understood and clear.

Ex: What is the deadline? What is the budget? Who is responsible for what?

Investigating questions

Purpose: investigating the problem in its context. Making the complexity clear.
Finding a pattern.

Ex: What creates and sustains the problem? What have you done before?

Reflecting questions

Purpose: Creating new ideas, perspectives and thoughts. Changing behavior and perception.

Ex: How do you imagine this workplace in 5 years? What is different? How can you see it? How can outsiders see the difference?

Designing the visit

What questions need answering?

What kind of questions? (examining, investigating, reflecting, clarifying)

Design the proces

Before the visit: Now: Designing the
Proces, preparing, who does what? Etc.

During the visit: Observations,
questions, etc.

After the visit: Possibilities, handling the
data, preparing for the next visit

Katapult

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What is an idea?

- A solution for a problem?
- A combination of many things?
- *The most embryonic form of a new product or service* *(koen et. al. 2002)*