



IDEATION TECHNIQUES

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Find more methods for innovation at: www.innovation.blogs.ku.dk (available in DA and ENG)

1. CONFUSION TOLERANCE

What is it?

The goal of this exercise is to get 100 ideas in 15 minutes. Don't aim for the solution and push for quantity, not quality. Start by giving one team member a post-it pad. When the exercise begins the person with the post-it pad starts by writing down one idea. The post-it pad is passed around. Remember to number the ideas so you can keep track of how far you are.

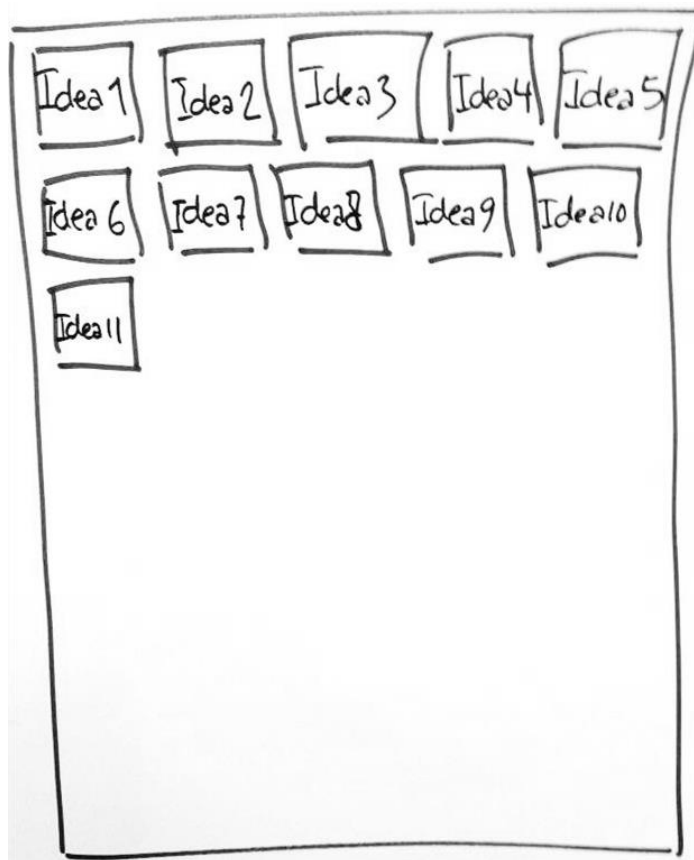
Purpose: competition, quantity over quality, lots of ideas, participation from the whole group, reaching for the remote associations.

How to facilitate:

Step 1: Give one team member a post-it pad

Step 2: Each team member takes turns writing down an idea, say it out loud and place the post-it on the wall

Step 3: Continue taking turns generating ideas until the time is up.



2. VISUAL INSPIRATION CARDS

What is it?

The Visual Inspiration Cards exercise works best during the early phases of an innovation process, during which one wishes to generate a large quantity of ideas. The goal of this exercise is to get random input for stimulating the development of new ideas.

Purpose: reaching for the remote associations, visual stimulation, random input

How to facilitate:

Step 1: The students are asked to choose a card from each colour (category) and develop a defined number of ideas over the following 5 to 15 minutes.

Step 2: This can be repeated with varying time-allotments until no words are left.



3. BRAINWALKING

What Is It?

Brainwalking is a standing exercise during which the group writes a single idea on a flip-chart. Charts are then mounted on the wall. Other participants then visit the wall of ideas and silently contribute to the flipcharts by expanding upon ideas or adding new ones. The participants may write words, draw symbols or pen drawings. The technique helps activate all participants and is able to generate lots of ideas.

Purpose: Energy, lots of ideas, collaboration, participation from the whole group or across groups.

To Facilitate:

Step 1: Provide a flip-chart sheet to each group. Instruct participants to write clearly to avoid confusion.

Step 2: Take a few minutes to write down one idea for the other group to consider. Visualize.

Step 3: Have everyone walk around and build on each other's ideas or create new ones. Visualize.

Step 4: Continue passing around until each idea sheet has five (or more) ideas on it.

Step 5: Have the original owner circle one or more best ideas.

Step 6: Have each participant read the best idea(s) from his/her paper to the group as a whole.



4. THE WORST IDEA (Negative brainstorm)

What Is It?

The Worst Idea, is a creative technique in which the facilitator asks participants to come up with the worst possible idea they can. Record the ideas on a flip chart paper.

Purpose:

Reducing performance anxiety, having a lot of fun, unlikely perspectives.

To Facilitate:

Step 1: The facilitator begins by simply asking the group for the worst possible ideas.

Step 2: The facilitator should offer examples of really bad ideas as a way to stimulate the group.

Step 3: After 15 minutes when a sufficient number of worst ideas have been recorded on flip charts, the group picks one of the most interesting/awful ideas - and try to turn it into a good or great idea by using one of two prompts.

Prompt #1: —As bad as this idea is, is there something of value in it that could turn it into a good idea?

Prompt #2: —This idea is really bad. If we did exactly the reverse, or opposite of this idea, could we create a valuable new idea?

Step 4: Facilitator encourages any builds from the group.

