

Entrepreneurship and innovation: Ideation workshop

D. 3. maj, 2017, kl. 13-17. Bülowvej 17, lokale A1.01.15. 47 studerende fordelt på 7 grupper. Grupperne har forberedt challenge inden workshoppen.

Link til kursus: <http://kurser.ku.dk/course/nifk14026u/2017-2018>

| <i>Tidsrum</i> | <i>Aktivitet</i> | <i>Materiale</i> | <i>Output</i> |
|----------------|--|------------------|--|
| 13.00-13.05 | Intro <ul style="list-style-type: none">- About this approach and ideation techniques- Innovation is about making unexpected connections- You are to end up with 2-3 ideas- Trying out methods that you can repeat another time | | Rammesætning |
| 13.05-13.05 | Workshop intro <ul style="list-style-type: none">- Now focus is on your projects and challenges!- Introduction to brainstorming rules | | |
| 13.05-13.20 | Problem/challenge analysis <ul style="list-style-type: none">- Individual brainstorm: Develop sub-questions in relation to your project challenge, one question per team-member, sentence starting like this:<ul style="list-style-type: none">o "How might we....?"- In your team: go through all your sub-questions. Then :<ul style="list-style-type: none">o Brainstorm on new sub-questions, and try to explore the many facets of your challenge | | Seeing different directions in the project challenge |
| 13.20-13.30 | Brainstorm 1 (10 min) <ul style="list-style-type: none">- Individually develop ideas for both the main challenge and all the sub-questions – at least 20 ideas | | De studerende kommer af med /parkerer egne idéer for at kunne holde sig åben overfor de mere anderledes idéer. |
| 13.30-13.45 | Clustering the ideas and finding patterns (15 min) <ul style="list-style-type: none">- Have you explored all areas, are the ideas specific enough?- Do you need to revise your "How might we..."-phrase? | | |
| 13.45-14.00 | Brainstorm 2 (15 min) <ul style="list-style-type: none">- Classic – team-based, få mindst 100 idéer (15 min) | | Common grounds and cross pollination |
| 14.00-14.15 | PAUSE | | |

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|----------------|---|------------------|---|
| 14.15-14.30 | Brainstorm 3 based on inspiration cards (15 min) - Inspiration cards | | See activity description |
| 14.30-14.40 | Criteria development (10 min) directions/principles for the ideas to possibly test with stakeholders | | |
| 14.40-14.50 | Dot voting (10 min) => Choose 3 ideas | | Democratic, criteria-based idea selection |
| 14.50-15.05 | Idea template – detailing the 3 ideas (15 min) | | Detailing a few ideas |
| 15.05-15.20 | Share criteria with each other (20 min) | | |
| 15.20-15.35 | Criteria-based idea selection (15 min) | | |
| 15.35-15.45 | Revise your challenges | | |
| 15.45-16.05 | Feedback session in plenum Focus is on: - how to develop the ideas further - what is interesting/inspiring about them | | Remember to take each other seriously. Giving and receiving feedback is important in these processes |
| 16.05-16.15 | Wrap up and reflection (10 min) | | |