Storming Towards Innovation

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Roadmap

• Background & Problem (Opportunity)
• What we can do differently
• Specific techniques
• Your next steps
We’ve Been There...

THE BIG IDEA

CREATIVITY IS OUR GREATEST NATURAL RESOURCE.

thebigidea.ecuad.ca

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The Expectation

• Generate ideas quickly
• Ideas will be worthy of consideration
• No other effort is needed
• No training in idea generation
• No understanding of how to do it well
• No background information on the topic
• No structure for the ideation session
• Some people participate too much
• Some people don’t participate at all
• The ideas are rejected
• No creative/innovative ideas kept
The Result?
IDEAS?

IS MILK AN IDEA?
What can we do differently?
I am still learning

Michelangelo
Learn What?

• Creating room
• The environment
• Brainstorming rules
• Brainstorming techniques
• Our own place in the process
Creating Room

• Mental
  • Less distractions
  • Be present
• Emotional
  • You and them
  • Supportive
• Physical (next slide)
The Environment

- Be picky about the location
- Give people room to move
- Give play a chance
- Have a diverse group
- Appoint a facilitator
- Stick to the rules (next slide)
- Keep notes
- Limit any parameters
Brainstorming Rules from IDEO

1. Defer judgment
2. Encourage wild ideas
3. Build on the ideas of others
4. Stay focused on the topic
5. One conversation at a time
6. Be visual
7. Go for quantity

And…

Stick to the rules!
Work quickly.
No idea is refused.
Different Brainstorming Techniques

- Mind-storming *
- The long list *
- Role storming
- Opposites
- Brand-storming
Mind-Storming

What is it?  Brainstorming with yourself.

Why?
1) It is the basis for other techniques.
2) Often we only have ourselves.

Example: Mind-storming names for a new library program.
Mind-Storming

How do you lead yourself?

• Give yourself a specific question.
• Give yourself a time limit.
• Focus.
• Stick to the rules.
Long List

What is it? You brainstorm as many ideas as possible (100+).

Why? The early ideas are the easiest and least creative. Real creativity occurs after the easy ideas have been said.
Your Next Steps

• Decide your place in the process
• Begin to bring structure
• Teach others the rules
• Find opportunities for using mind-storming or the long list
• Be covert
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