Full agenda and 10+ tools in PDF included

1-DAY
IDEATION
WORKSHOP

Board of Innovation

Board of Innovation

Board of Innovation makes corporations innovate like startups, mixing proven methods from Design Thinking and Lean Startup.
www.boardofinnovation.com

Some of the clients with whom we are proud to work

PHILIPS   ING   Volkswagen   Nestlé   EUROPEAN COMMISION   CISCO   Roche   P&G   KLM   adidas

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Why, How and What of this guide

WHY?
We believe in creating optimism in the world by empowering people to innovate. There is noting quite so empowering as allowing people to be creative and come up with the next innovative idea

HOW?
We read all the research, facilitated a gazillion ideation workshops and spoke to a lot of facilitators and tried to summarise it all into a highly actionable guide.

WHAT?
A detailed actionable guide that allows you to host your own Ideation session.
This guide outlines several possible agenda's and details step-by-step instructions on how to use several proven ideation tools.

Need to generate new business concepts?

send us a message

Ideation: where does it stand in the Innovation process?

ideation ●
n, the formation of
ideas or concepts

In the corporate environment, "Ideation" defines the generation of new ideas and concepts to solve specific problems, either problems that your customers or clients are facing (thus creating business concepts for new products and services that your organization can provide them with), or problems that your organization is experiencing (thus resulting into improvements in the internal structure or processes).

In both these scenarios, you'll need to gather the right set of people from your organization and a good mix of facilitators (we can help with that) to build awesome new ideas for your team to take action on.

We run ideation workshops and brainstorm sessions with Fortune500 corporates, as part of Innovation Transformation Programs, Accelerators, Design Sprints and co-creation sessions.

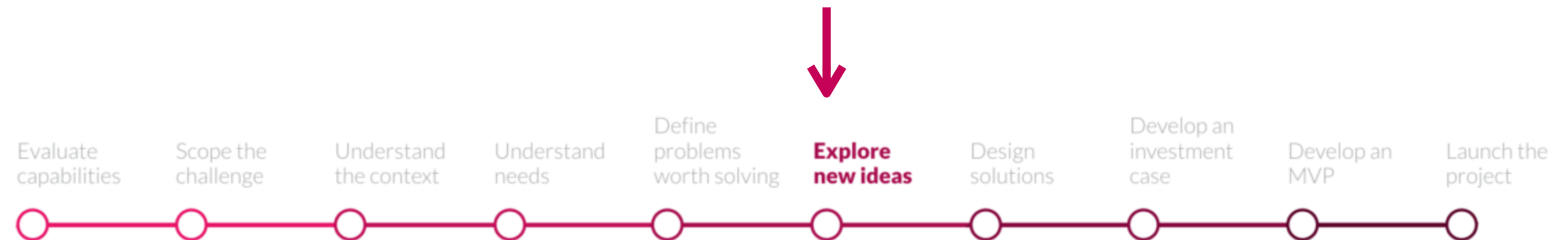So, ideation is the very first step in innovation, right?

So, ideation is the very first step in innovation, right?
Wrong!

# Where does Ideation stand in the Innovation process?

Innovation doesn't start with ideation. Ideation unveils its full potential as innovation process only once you have a problem that is worth solving. In other words, coming up with new ideas (value propositions of new services or product) is pointless, if you're ideating over problems that are not relevant for your audience.

Therefore, keep reading this guide only if you already have a specific problem (in the form of an "How Might We" statement) at hand. If not, you can go through a "problem exploration" phase to define a clear problem worth solving.

Evaluate capabilities

Scope the challenge

Understand the context

Understand needs

Define problems worth solving

Explore new ideas

Design solutions

Develop an investment case

Develop an MVP

Launch the project

Not only Ideation.

On www.boardofinnovation.com/tools you'll find a world of free tools, guides and other resources for the innovators.

explore our tools
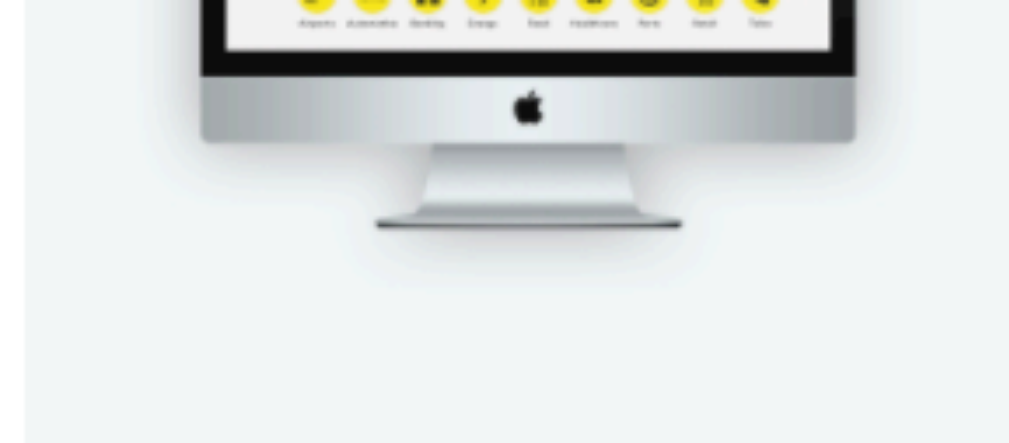
Idea Generator
The idea generator is designed to generate new ideas for your industry.

Try Online

The Innovation Matrix
A tool to define the Innovation strategy that fits your organization best.

Download PDF

Opposite Thinking Tool
Everything, and its opposite. One of the most famous ideation techniques to generate awesome ideas through opposite thinking.

Download PDF

Brainstorm Cards
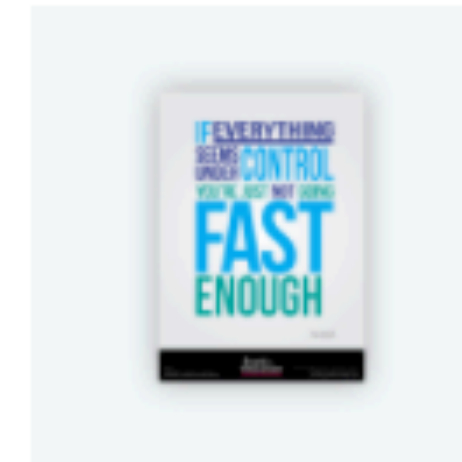A collection of 52 cards to help you brainstorm and come up with new ideas.

Download PDF

Printed

The How-Now-Wow Matrix
The How-Now-Wow Matrix helps you categorize innovative ideas according to level of disruption and ease of implementation.

Download PDF

15 Innovation Posters
Time to remove the corporate dust from your office. Print this set to spice up your desk.

Download PDF

200+ Inspiring Predictions
How will our world evolve in the decades ahead of us? Use these triggers in your own brainstorm.

Download PDF

Revenue Decision Tree
Use this flowchart to pick the most promising revenue model for your B2C/B2B business.

Download PDF (B2C)

Business Model Kit
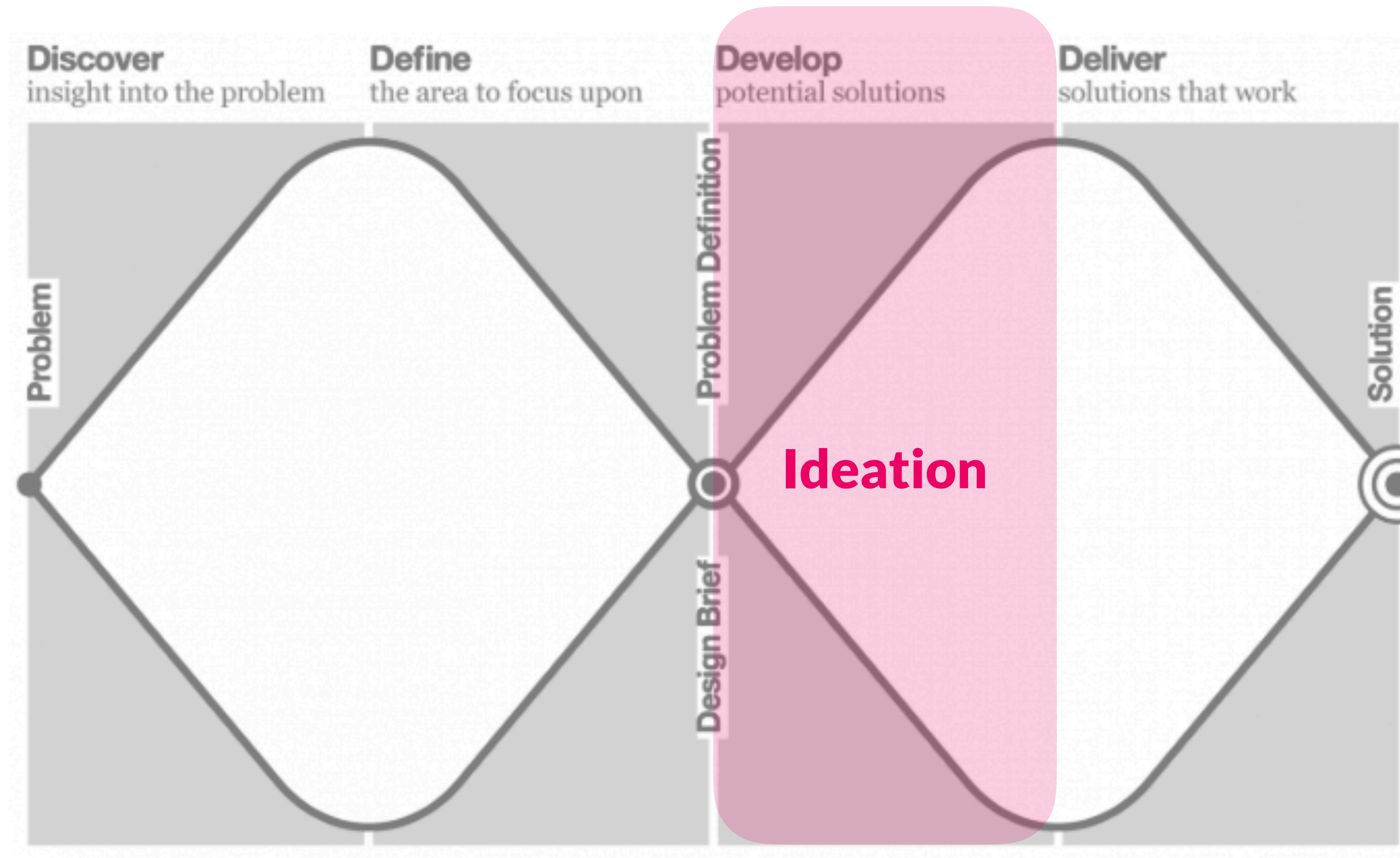Perfect for offline individual and team brainstorms about new business ideas.

Download PDF

The Concept Card
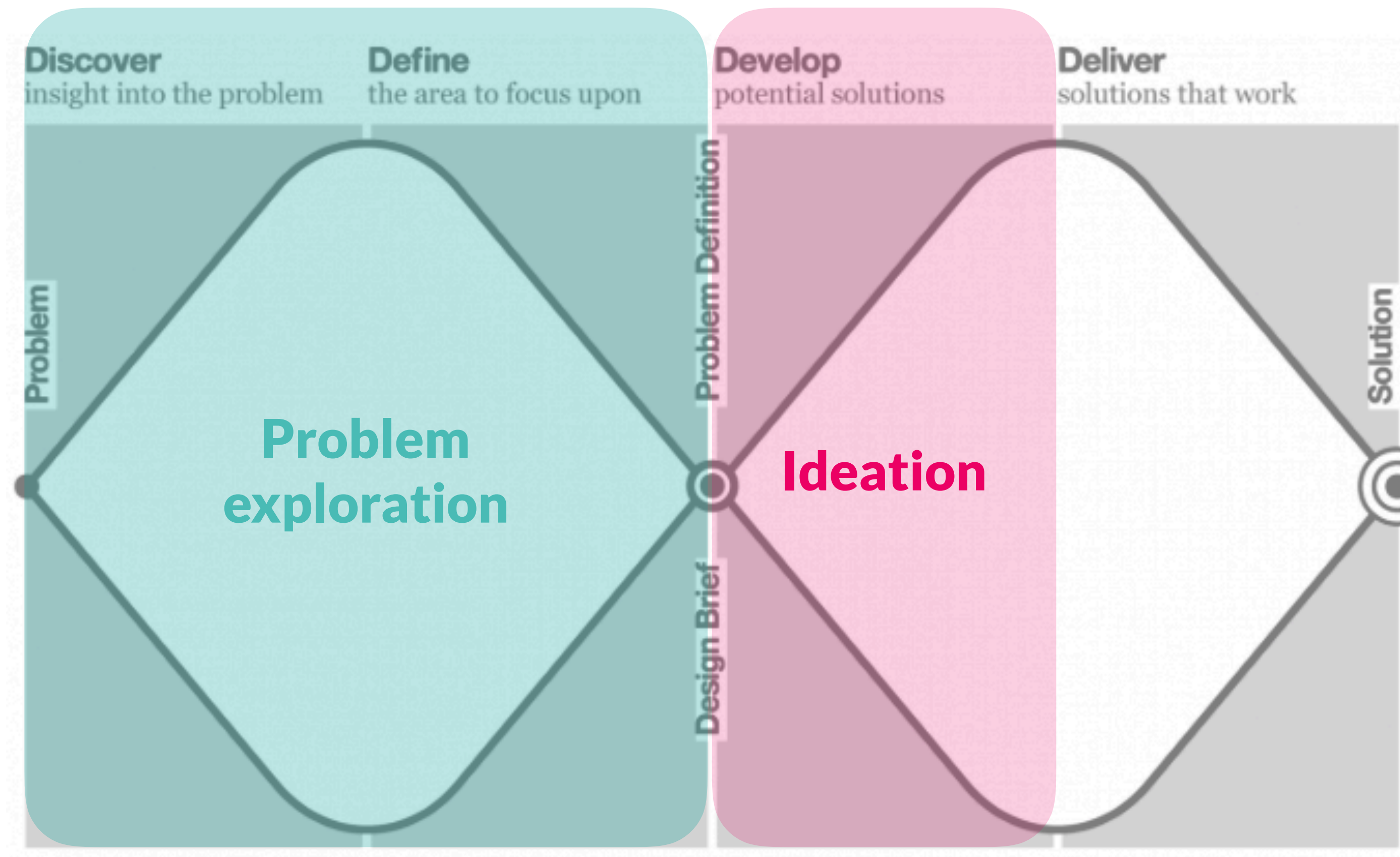An easy-to-use tool to summarise your concept by answering some critical questions.

Download PDF

Where does Ideation stand in the Innovation process?

Ideation is the starting point of the second "diamond" in the popular Double Diamond framework

Where does Ideation stand in the Innovation process?

	Discover insight into the problem	Define the area to focus upon	Develop potential solutions	Deliver solutions that work

Problem

Problem Definition

Design Brief

Solution

Problem exploration

Ideation

In a first leg you would have done your empathy research to define a clear problem that you are facing and that is worth solving.

Ideation is the starting point of the second "diamond" in the popular <u>Double Diamond</u> framework

So, where to start?

The starting point of any ideation exercise is a challenge. This can be referred to as a design brief, a design challenge or a problem definition. It basically lays out the problem you want to come up with a definition for.

We prefer to phrase a problem as a How Might We (HMW) Statement.Originally developed by Procter & Gamble, the "How Might We" question translates interesting "problems" into questions worth going on a quest for.

"How might we…": these three little words set the team in a direction that is:

✔ solution-oriented (How)

✔ optimistic (Might)

✔ collaborative (We)

4 Golden Rules
of Ideation

4 Golden Rules of Ideation

Rule #1
There are no bad ideas

Key to a good ideation session is that everyone in the room feels comfortable contributing their ideas. How to get there? By asking everyone to kill judgment completely: no negative thinking, no "yes, but", no nah-faces. If someone hesitates in jotting down an idea, tell them "at this stage, there are no bad ideas".

This is easier said than done: when developing new products/services/business units, it's very easy to be tempted by critical thinking. Indeed, often times, initial ideas just sound absurd – and "this can't work" is the first thing you may have in mind. However, great business concepts are an unusual combination of (not-so) crazy ideas that become meaningful when combined together.

Consider each idea as a piece of a puzzle: however insignificant it could look at first, it may be a piece of a bigger picture later on.

4 Golden Rules of Ideation

Rule #2
Capture everything

In the heat of the action, brilliant ideas might get lost ("it is such a good idea, tomorrow we'll remember it for sure". You won't). There is only one way to solve this: capture every idea on a post-it.

Too many ideation sessions happen during regular team meetings, without the participants being fully aware that they're ideating. Ideas are shot verbally and jotted down in the meeting minutes. Instead, a key element of the best ideation sessions is that each idea is tracked and can be used as a building block in following sessions.

A couple of extra tips: 1) one post-it, one idea. Simple. Don't try to fit an entire business model in 7×7 cm of paper. 2) Use markers, not pens (it will help you to find the most concise way to describe your idea. Your teammates will love your conciseness). 3) Be visual: if possible, instead of using verbal language, draw a sketch of your idea.

4 Golden Rules of Ideation

Rule #3
Go for hybrid brainstorming

Group brainstorming is always better than individual brainstorming, right? Well, not really: research shows that combining individual brainstorming with group exercises leads to more and better ideas.

Best solution: "Hybrid Brainstorming". Individual ideation first, then group ideation. Starting an ideation session with group brainstorming would make the loudest voices in the room set a determined direction (thus narrowing down the breadth of ideas), and frustrate the most creative minds in the room – instead, begin with an individual component. Once everyone has set her/his own approach to solving the problem, move to the group session. Leave enough time to discuss and build upon each other's ideas.

4 Golden Rules of Ideation

Rule #4
Quantity over quality

The old adage "Quality over Quantity" doesn't hold during ideation exercises. There is nothing like thinking about the quality or feasibility of ideas to stop the creative juice from flowing. Read our Idea Hunting guide to get more inspiration, or try our Idea Generator to trigger more innovative ideas related to your specific industry.

Selection is important but it shouldn't be done during creative exercises. Go for quantity and worry about the quality later.

Ideation: practical information
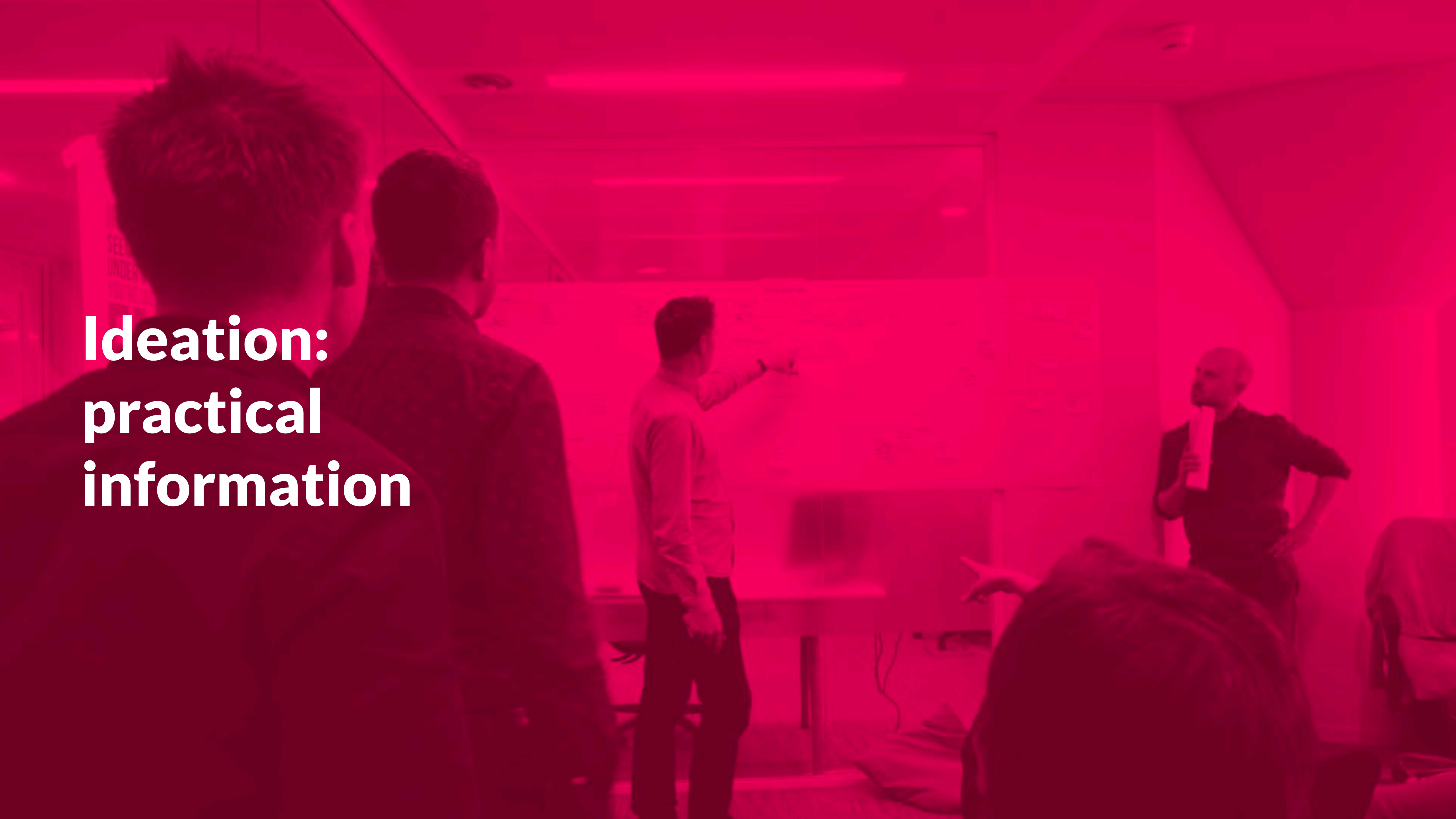
Who can facilitate?

Quick answer: Anyone with time to prepare (since you are reading this you qualify).

Long answer: Facilitating an ideation workshop is something which might be out of your comfort zone but as long as you understand the exercises you plan to do you should be fine.

If you do feel like you need a hand let us know.

Who should participate?

Quick answer: Anyone can and should participate in an ideation session from time to time.

Long answer: Innovation projects work best when there is a multi-disciplinary team driving the venture, the same goes for ideation sessions. Try to get a good mix of technical and commercial profiles from different business units in the room.

Pro-Tip: Involve your clients - this can be particularly powerful in a B2B context.

How many people should participate ?

Quick answer: Between 6 and 25 people.

Long answer: We have run ideation workshops with groups as small as 2 people and with groups of over a 100 people. Generally you divide a group into smaller groups of 3 to 5 people. The more people in the room, the more ideas you'll get (and the more complicated the workshop becomes). The sweet-spot is 12 people.

Pro-Tip: Ensure that you have a sufficient number of experienced facilitators at hand. Our rule of thumb is 1 facilitator per 15 participants.

What do I need?

Quick answer: A dedicated space, participants, post-its and markers

Long answer:
Have a look at our workshop checklist.

Workshop Checklist

Room Setup

☐ **Provide a workshop location outside the office with spacious rooms**
teams and facilitators will be walking around the room a lot so we need the space

☐ **Provide a creative workspace, preferably open, bright spaces**
we can provide tips for inspiring workshop places

☐ **Provide enough wall space to hang posters, templates, post-its: +/- 3m per team**

☐ **The rooms should have 1 table-island per team of 4-5 people and 1 table and chairs close to the screen for our facilitator(s)**

☐ Beamer or white wall for presentations

☐ 1 flipchart per team of 4-5 people (can vary)

Food & Drinks

☐ Make sure people have drinks all day long: coffee, tea and water

☐ Preferably lunch outside the room so that people can get some air

☐ Preferably a light lunch

☐ 2 coffee breaks one in the morning one in afternoon

Ideation Workshop:
Agenda 1

Agenda 1

09:00	Introduction & Warm-up
09:30	Opposite Thinking
10:30	*Break*
10:45	Tech & Trends
12:30	*Lunch*
13:15	Analogy Thinking
14:00	Selection
14:45	*Break*
15:00	Concept development
16:00	Pitching
16:45	Wrap-up
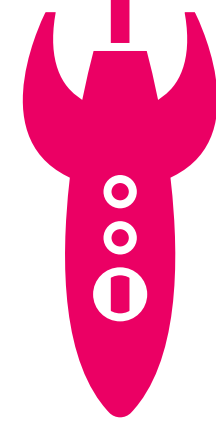
Goal: To come up with a large number of innovative ideas and inspire participants with disruptive cases, future tech and trends and opposite thinking.

Facilitators 1 -2 experienced facilitators

Participants 12-30

Difficulty level Medium

Time full day

Output 1-2 concept cards per participant

Introduction and warm-up

A good ideation session starts with pulling people out of their comfort zone and getting the energy level right. Don't start with a 30 min presentation on why you are organizing this session. Rather follow this 3 step approach:

✓ Introduce yourself and the context (2 min)
   Pro-Tip ask everyone to put away laptops and phones and tell them they are welcome to send an email or take a call outside if they have to.

✓ Ask everyone to draw their neighbour give him/her the drawing and introduce themselves.

✓ Put a ridiculous HMW statement on the board (eg. How might we improve the life of monkeys in the zoo) and distribute brainstorm cards for a 10 min quick brainstorm exercise

Hello, I am ....,

I think that 10 years from now we will laugh about
....

(way of working, product, service, ...)

OUTSIDER PERSPECTIVE

WHAT IF
you were Uber?

Imagine that you have unlimited cash to pay lawsuits. Also think of solutions that are controversial to the established industry.

UBER

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Opposite Thinking

Constraints and mental blockages have no place in an Ideation session. To overcome these inhibitions we designed the Opposite Thinking Tool.

This is tool is as easy to use, as powerful. Opposite Thinking asks you to familiarise with the opposite side of things, to stretch the horizon of possibilities.The goal:**to boost your brainstorming session, by solving assumptions and coming up with additional, more creative ideas**.

For instance, when designing a chair, you can list the assumptions of a chair (it needs to have legs) and think its opposite (no legs?!) to trigger additional ideas: what if chairs were hanging from the ceiling?

download the PDF

Opposite Thinking

Step 1

Download this PDFand print it on an A1. You can also sketch this template on a flip-chart.

Step 2

In the first column (**"Assumptions"**), write down on post-its the**assumptions** you're making about the challenge you are ideating about.

Step 3

In the second column ("**Opposite**"), write down on post-its the**opposite (or modified version) of the**

assumptions. For example you can write down (assumption=a chair has 4 legs):

- **the opposite**: how about no legs at all?
- **10x more**: how about 40 legs?
- **50%:**how about shorter legs?

Step 4

In the third column (**"Solution"**), write down on post-its new ideas our of the opposite.

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Tech & Trend Matrix

Ideation starts by looking around you and by getting inspired. We developed the Tech & Trends matrix to:

- Introduce your team to new technologies and trends that can trigger innovative ideas. Explaining each technology and trend by using inspiring startup and corporate innovation examples makes these high level concepts extremely actionable

- Explore how specific trends and technologies can impact the challenges at hand.

download the PDF

Tech & Trend Matrix

Step 1

Download the PDF and print it on an A3 or A2 sheet of paper. You can also draw the diagram on a sheet of paper if you can't print.

Step 2

Frame your challenge.

Pro tip "How might we…": these three little words set the team in a direction that is solution-oriented (How), optimistic (Might),collaborative (We)

Step 3

Select relevant Social/ Tech Trends. Aim to select around 8 Trends. For an example of a HMW/Trends inspiration deck **click here**.

Step 4

Ask participants to define 4 HMW - statements related to the challenge at hand.

Step 5

Give the HMW/Trends presentation.

Step 6

Ask people to select 4 Trends they find inspiring.

Pro-tip Provide handouts of your tech and trend presentation.

Step 7

Ask the participant to ideate on each HMW statement and use the selected trends as triggers to come up with new ideas.

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h 13.15
Analogy Thinking

80% of new ideas come from analogy thinking. Pablo Picasso knew this when he said "good artists copy, great artists steal".

Analogy thinking isn't about simply copying existing products or business models (the business model of Rocket Internet) it is about identifying those factors that make a business, product or service successful and translating them to your context.

We have looked all over the world and identified 50+ business models, from famous multinationals to obscure startups which you can use as inspiration for this exercise.

download the 50+ business models

download the PDF

Analogy Thinking

Step 1

Download and print the analogy thinking template and the 50+ Business models to copy

Step 2

Give each group an analogy card and ask them to read it and identify what makes the business on their analogy card successful, write it on post-its and fill in the left hand Side of the template.

Pro tip Ask everyone to individually write down 2 elements and discuss afterwards within their group

Step 3

Tell the participants to apply those insights to their case.
Pro tip Don't just copy a success factor but use it as a trigger to come up with new ideas.

Step 4.

Hand out a new case and a new template and repeat the exercise 3 times (15 min per round)
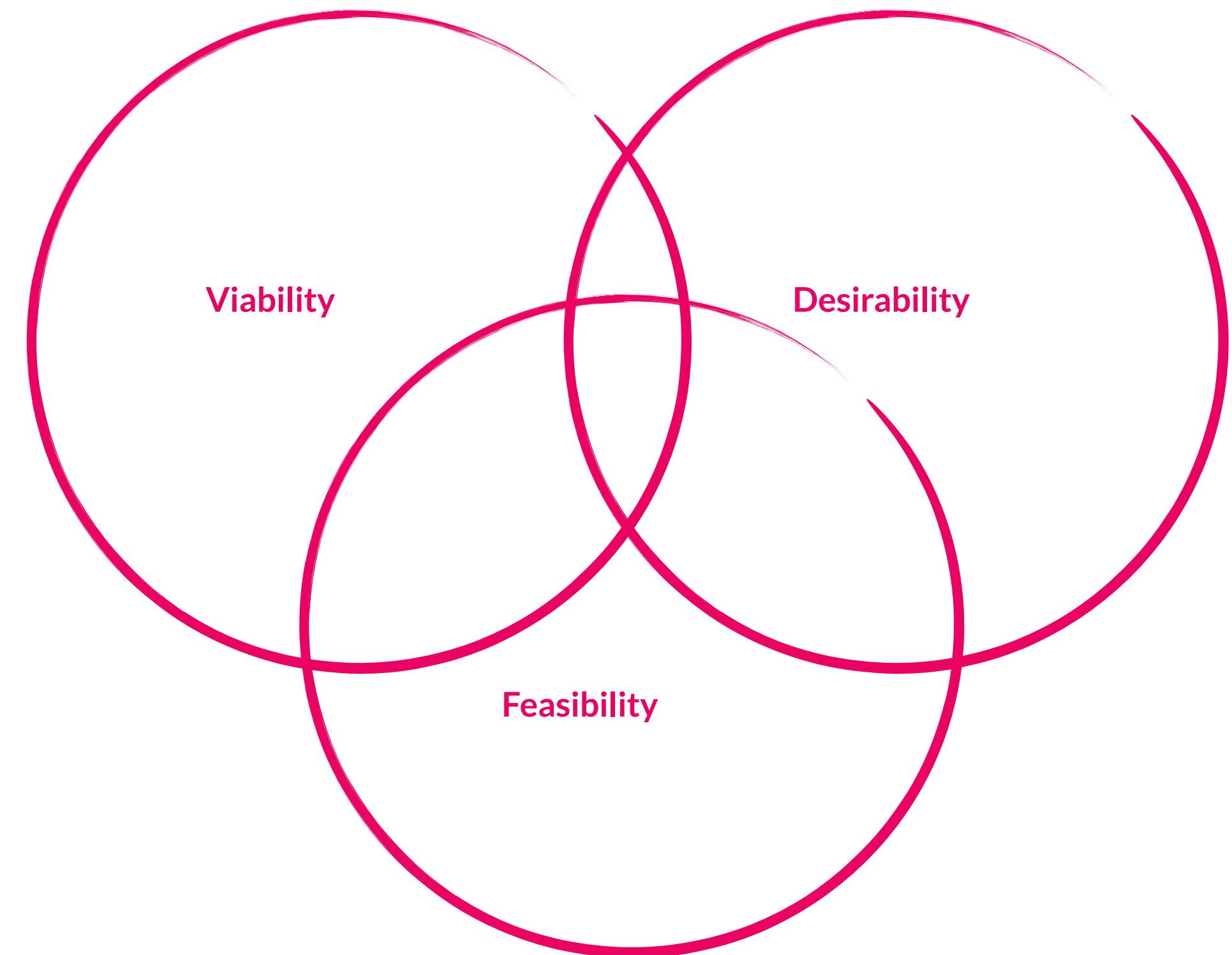

download the 50+ business models

download the PDF

During the first phase of an ideation session it's all about diverging and generating as many ideas as possible. In the second phase it's time to narrow things down and select the best ideas to take further.

This is a crucial part of an ideation exercise and it is also the hardest part. Guiding your participants through this process requires patience, people tend to snap back into corporate mode and insist that everyone should review all ideas, it's your job to explain to them that this isn't feasible but that you have designed a process to end up with the most promising ideas.

Start with repeating the scope of the ideation exercise and explain the selection criteria. A possible framework is the desirability - viability - feasibility framework.

Viability

Desirability

Feasibility

Selection

Step 1

Tell everyone to walk around the room (all posters with ideas should be hanging on the walls), read through the ideas and indicate the ones they like with dot-votes.

Pro Tip Encourage discussions but avoid that people spend 10 minutes discussing 1 idea.

Step 2

Hand out the idea shopping card. Explain that everyone should fill in the top half of the template by selecting and copying (not taking them off the wall) 6 ideas:
‣ An original idea
‣ An idea for in 5-10 years
‣ An idea which you should implement now
‣ An idea addressing a new market
‣ An idea about a new offering
‣ An idea you just really like

Pro Tip Change the 6 criteria based upon your goals.

Step 3

Ask people to sit down and turn their 6 ideas into a top 3.

Pro-Tip Explain that they don't have to copy ideas literary they can build upon existing ideas and tweak them.

Idea Shopping Cart

First selection

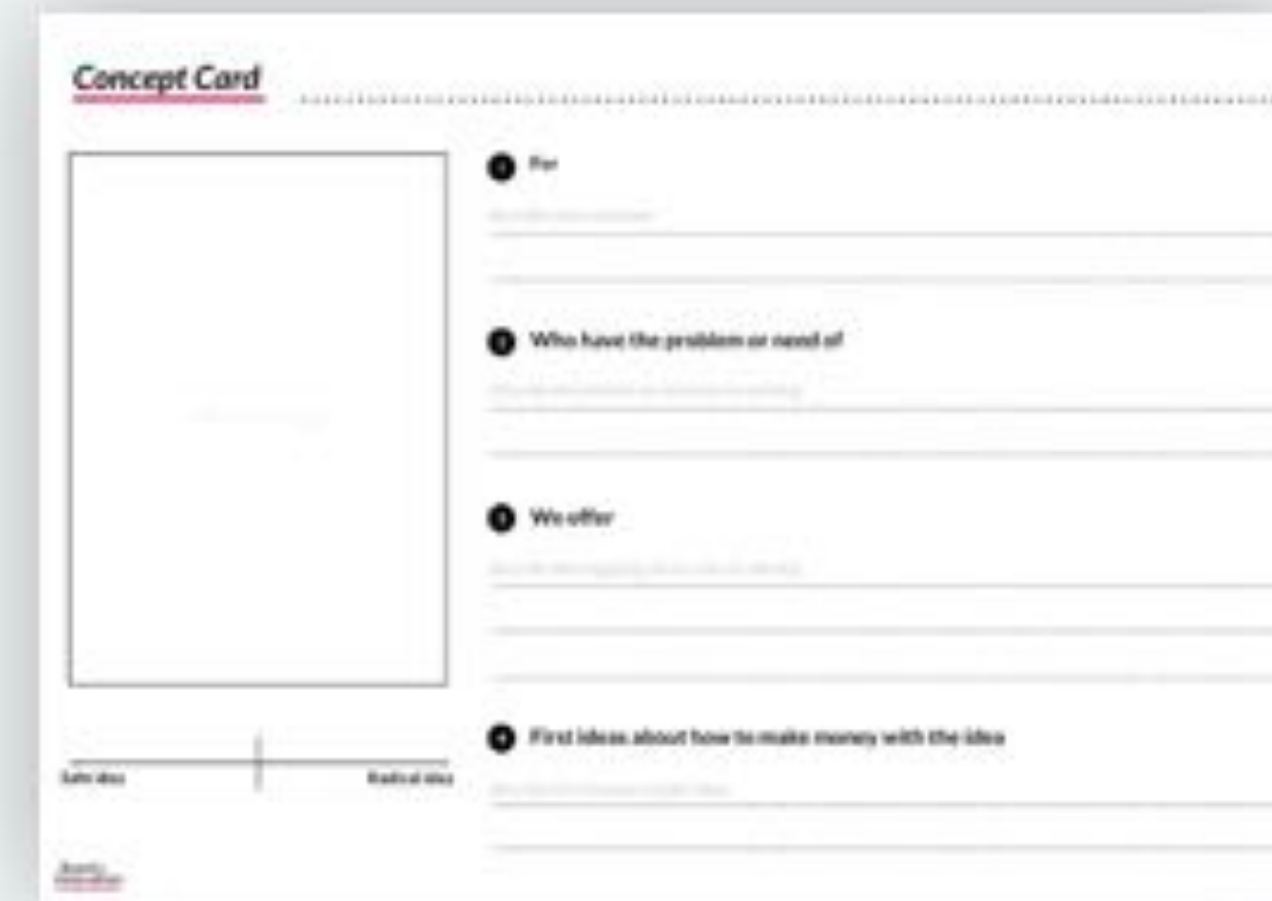**Your top 3 Ideas**

download the PDF

Concept Development

Innovation for us is about the commercialisation of good ideas. An idea might seem great to a lot of people but that's often because different people understand different things.

To do this in a structured manner we developed 'the concept card' to help you:

✓ **Summarise your concept by answering critical questions**. Who is your target audience? Which problems are you solving? What is the solution?

✓ **Make an initial idea more mature**. The Concept Card is a great way to make sure that important aspects of an idea have been thought through.

download the PDF

Concept Development

Step 1

Download the PDF and print it on an A4 or A3 sheet of paper. You can also draw the card on a sheet of paper if you can't print.

Step 2

Start filling in the template by describing the customer, who is this product for? **Understanding the customer** will help you keep the right focus.

Step 3

What customer problem are you solving is the next question you need to answer. Describing the customer needs will prevent you form creating a product that nobody wants.

Step 4

After focusing on the customer, it's time to focus on your product. What is the **engaging service you offer** to solve the customer problem? Describe your solution and write it down on the Concept Card template.

Step 5

How to make money with our concept is what we're tackling in step 5. What are the first revenue model ideas you have come up with? You can alwayscheckourBusiness Model Examplesour for inspiration.

Step 6

Make an amazing drawing of your product. Why? Because **a drawing will help you pitch or explain** your concept to others.
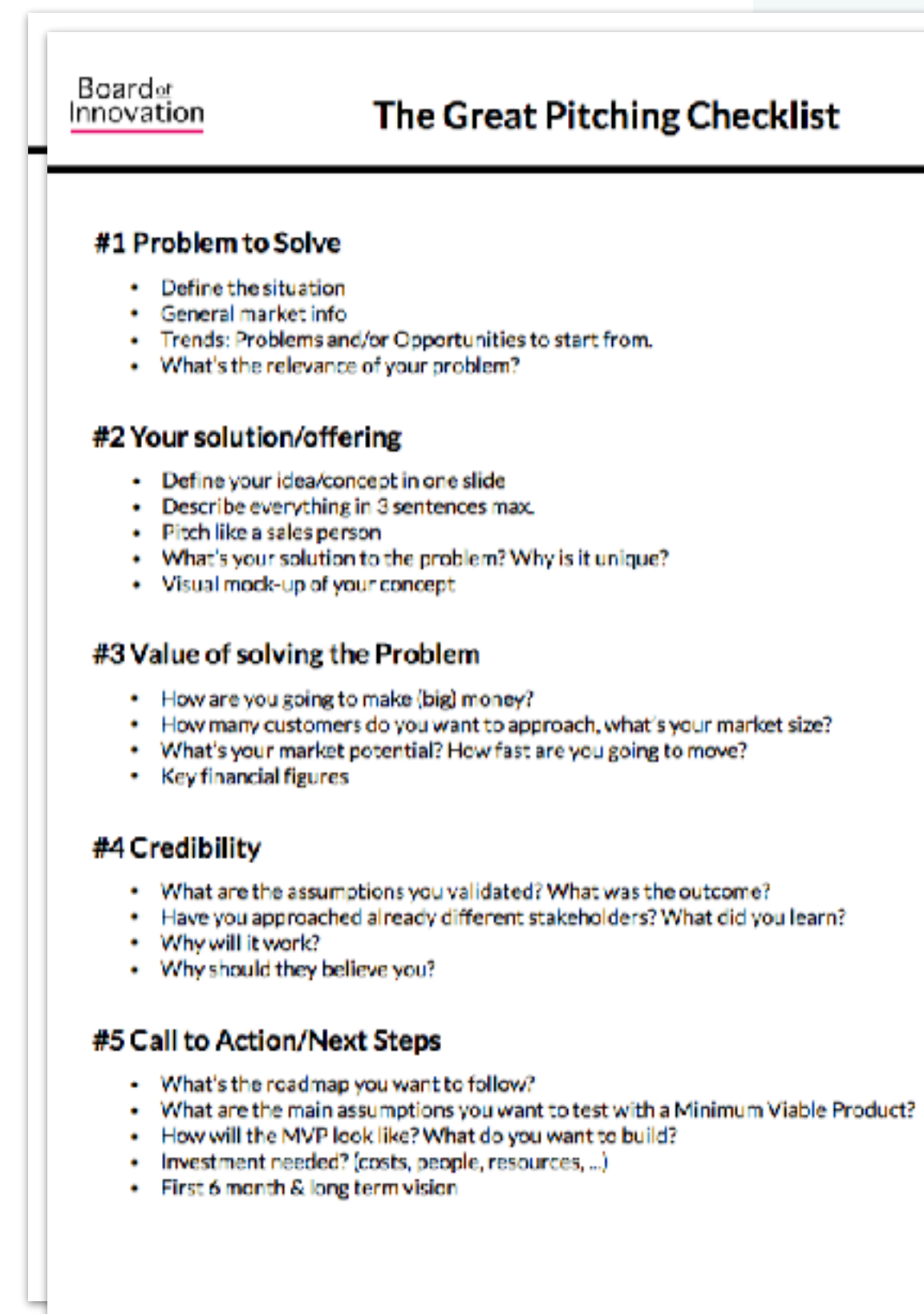
Pitching

Pitching is an art and as a facilitator you'll have to pay attention to time keeping.

Pro-Tip Energy levels at the end of the day might be low. Try an <u>energizer</u> or use a break to take everyone outside for a walk!

✓Introduction: tell people what they should be pitching and how long they have and give them some <u>pitching tips</u> and copies of the pitching checklist

✓Start the pitch and be strict on your time-keeping.

Pro-Tip Ensure that each pitch ends in an applause, people are getting out of there comfort zone here:)

Board of Innovation

The Great Pitching Checklist

#1 Problem to Solve
- Define the situation
- General market info
- Trends: Problems and/or Opportunities to start from.
- What's the relevance of your problem?

#2 Your solution/offering
- Define your idea/concept in one slide
- Describe everything in 3 sentences max.
- Pitch like a sales person
- What's your solution to the problem? Why is it unique?
- Visual mock-up of your concept

#3 Value of solving the Problem
- How are you going to make (big) money?
- How many customers do you want to approach, what's your market size?
- What's your market potential? How fast are you going to move?
- Key financial figures

#4 Credibility
- What are the assumptions you validated? What was the outcome?
- Have you approached already different stakeholders? What did you learn?
- Why will it work?
- Why should they believe you?

#5 Call to Action/Next Steps
- What's the roadmap you want to follow?
- What are the main assumptions you want to test with a Minimum Viable Product?
- How will the MVP look like? What do you want to build?
- Investment needed? (costs, people, resources, ...)
- First 6 month & long term vision

PRESENTATION SKILLS

33 TIPS *To Make The Perfect Innovation Pitch*

boardofinnovation.com

Board of Innovation

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Wrap-up

At Board of Innovation we have 2 key rules for each session we do: Always end on a high and always end on time! Make sure that you end pitching 15 min before the published end-time so you have time to:

✓**Ask feedback.** Always ask for feedback it shows participants that you care about their opinion and it's a great opportunity for you as a facilitator to learn.

Pro-Tip Use a flips hart and the TIP - TOP model to find out what went good and what could be improved

✓**Recap the day.** Give a quick overview of what you did during the day and give some examples of ideas that were generated.

Pro-Tip End with an inspirational sentence 'I hope that the ideas generated today will help you … Thank you!' The 'Thank You' in the end should trigger an applause.
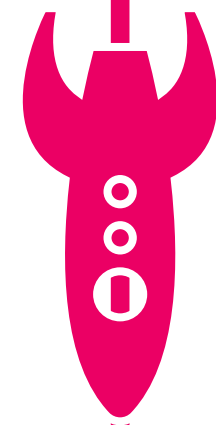
TIP

TOP

What could I improve?

What did you like?

Ideation Workshop:
Agenda 2

Agenda 2

09:00	Introduction & Warm-up
09:30	Opposite Thinking
10:00	Analogy Thinking
11:00	*Break*
11:15	Selection
11:45	Concept Development
12:05	Pitch
12:25	Wrap-up

Goal: Short session to inspire participants and come up with new ideas.

Facilitators 1 -2 experienced facilitators

Participants 12-30

Difficulty level Medium

Time half a day

Output 1 concept card per participant

Introduction and warm-up

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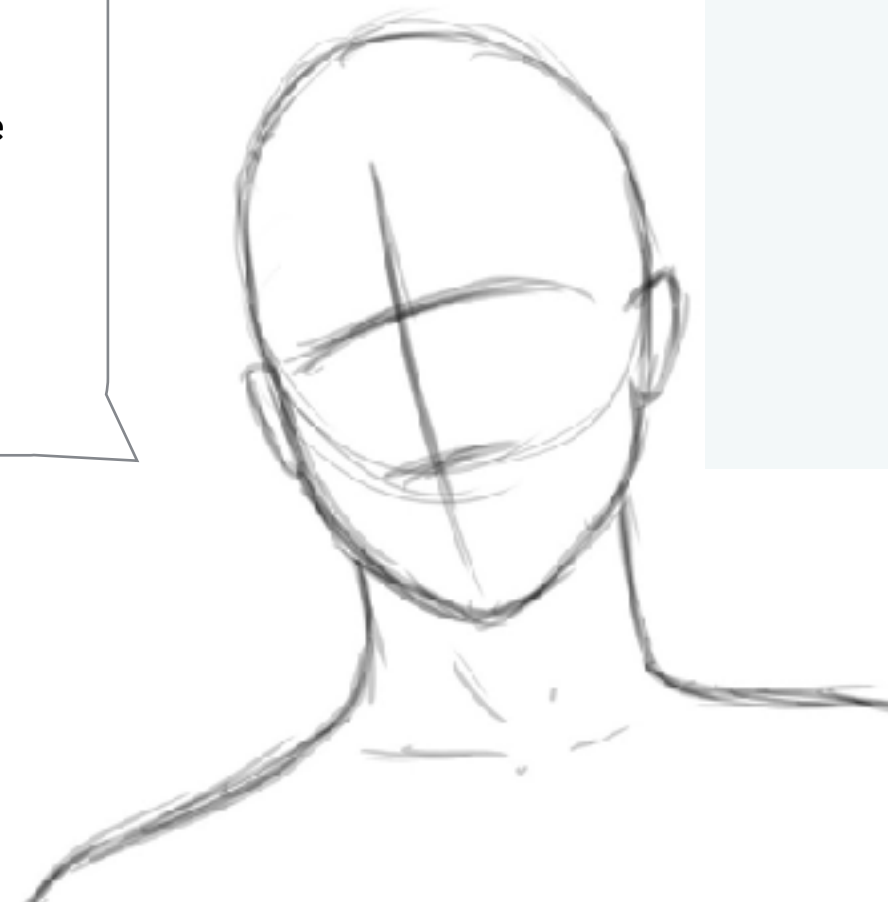
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h 10.00

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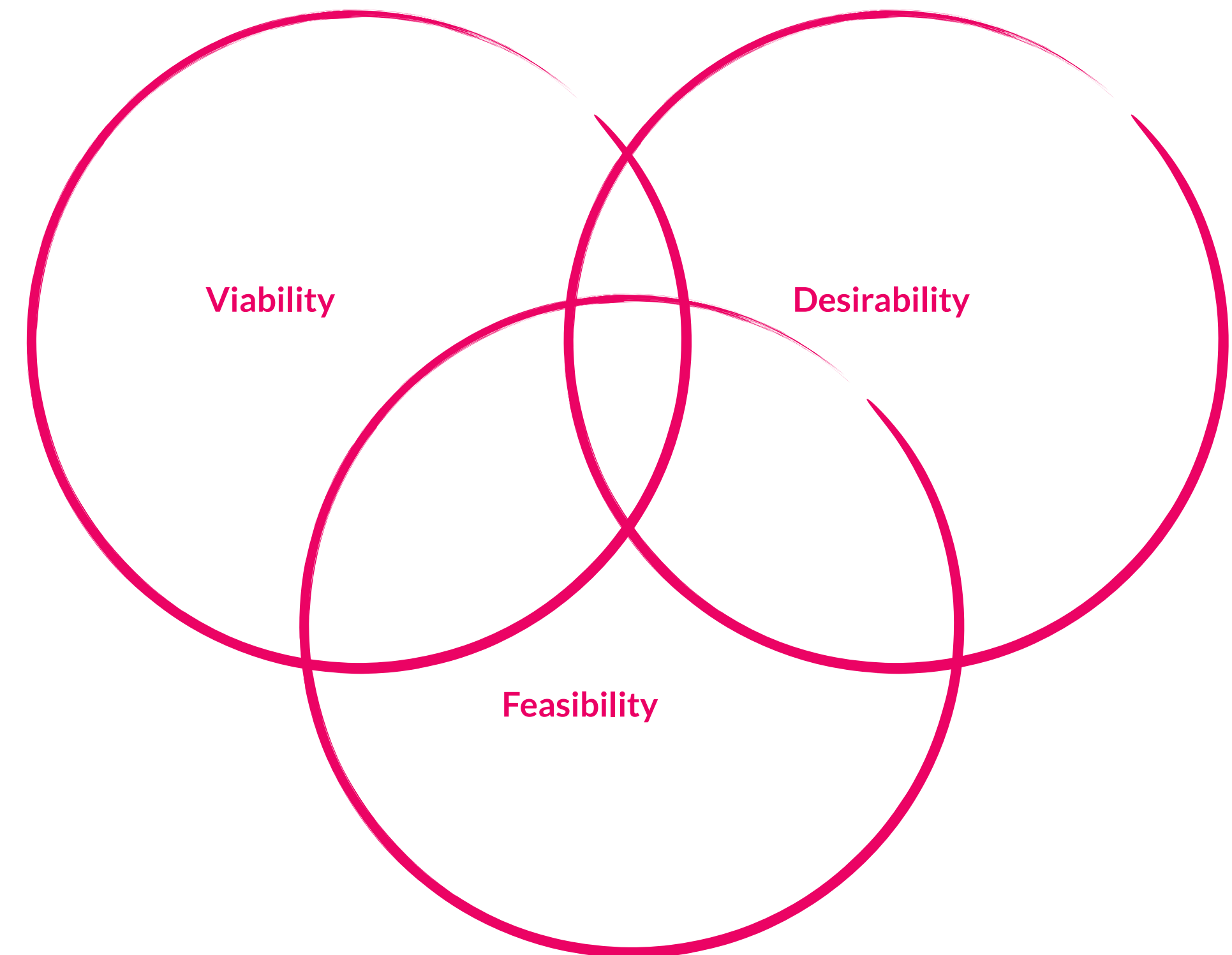
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Pro Tip Change the 6 criteria based upon your goals.

Step 3

Ask people to sit down and turn their 6 ideas into a top 3.

Pro-Tip Explain that they don't have to copy ideas literary they can build upon existing ideas and tweak them.

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Concept Development

Innovation for us is about the commercialisation of good ideas. An idea might seem great to a lot of people but that's often because different people understand different things.

To do this in a structured manner we developed 'the concept card' to help you:

✓ **Summarise your concept by answering critical questions**. Who is your target audience? Which problems are you solving? What is the solution?

✓ **Make an initial idea more mature**. The Concept Card is a great way to make sure that important aspects of an idea have been thought through.

download the PDF

Concept Development

Step 1

Download the PDF and print it on an A4 or A3 sheet of paper. You can also draw the card on a sheet of paper if you can't print.

Step 2

Start filling in the template by describing the customer, who is this product for? **Understanding the customer** will help you keep the right focus.

Step 3

What customer problem are you solving is the next question you need to answer. Describing the customer needs will prevent you form creating a product that nobody wants.

Step 4

After focusing on the customer, it's time to focus on your product. What is the **engaging service you offer** to solve the customer problem? Describe your solution and write it down on the Concept Card template.

Step 5

How to make money with our concept is what we're tackling in step 5. What are the first revenue model ideas you have come up with? You can alwayscheckourBusiness Model Examplesour for inspiration.

Step 6

Make an amazing drawing of your product. Why? Because **a drawing will help you pitch or explain** your concept to others.
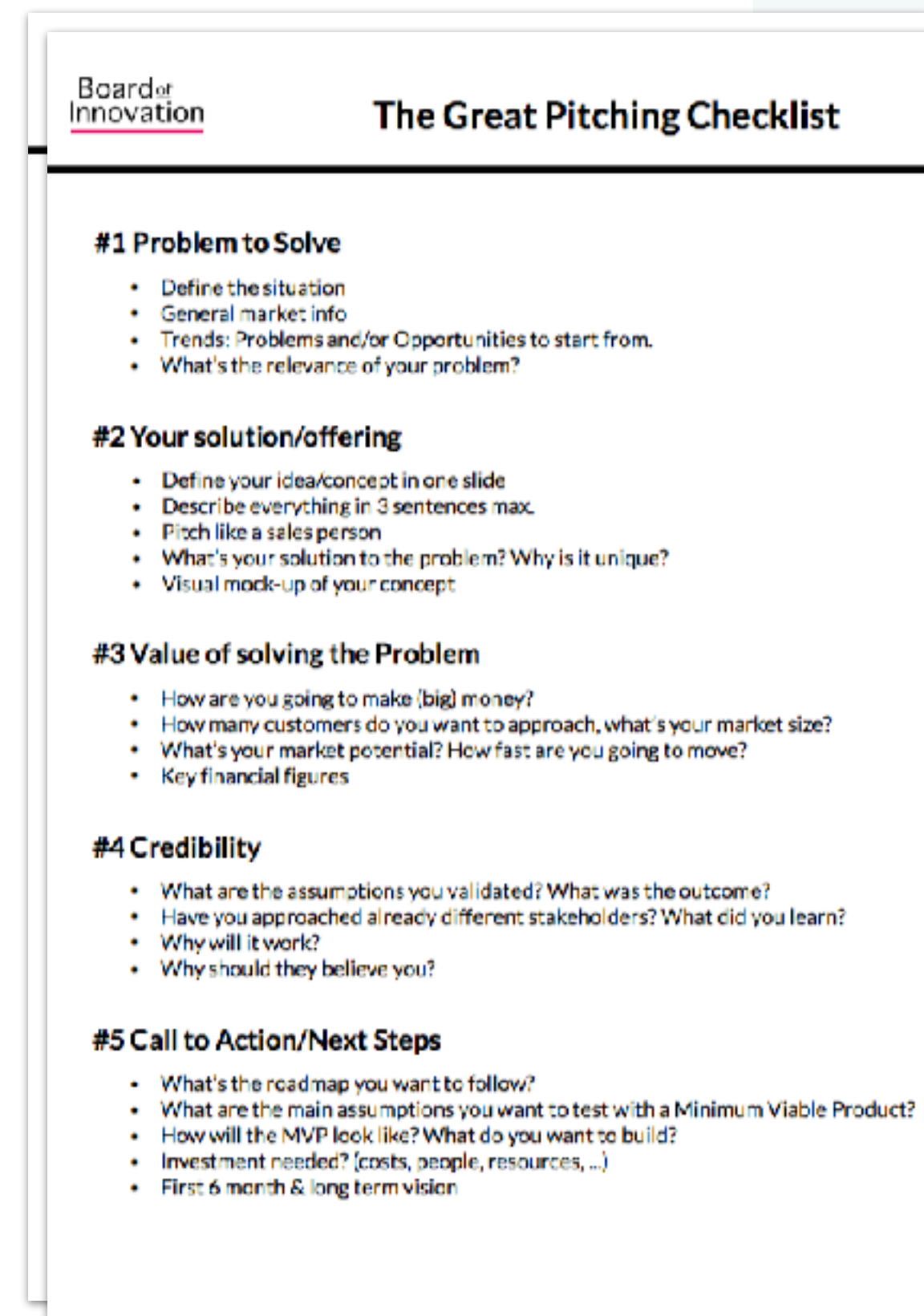
Pitching

Pitching is an art and as a facilitator you'll have to pay attention to time keeping.

Pro-Tip Energy levels at the end of the day might be low. Try an <u>energizer</u> or use a break to take everyone outside for a walk!

✓ Introduction: tell people what they should be pitching and how long they have and give them some <u>pitching tips</u> and copies of the pitching checklist

✓ Start the pitch and be strict on your time-keeping.

Pro-Tip   Ensure that each pitch ends in an applause, people are getting out of there comfort zone here:)

Board of Innovation

The Great Pitching Checklist

#1 Problem to Solve

- Define the situation
- General market info
- Trends: Problems and/or Opportunities to start from.
- What's the relevance of your problem?

#2 Your solution/offering

- Define your idea/concept in one slide
- Describe everything in 3 sentences max.
- Pitch like a sales person
- What's your solution to the problem? Why is it unique?
- Visual mock-up of your concept

#3 Value of solving the Problem

- How are you going to make (big) money?
- How many customers do you want to approach, what's your market size?
- What's your market potential? How fast are you going to move?
- Key financial figures

#4 Credibility

- What are the assumptions you validated? What was the outcome?
- Have you approached already different stakeholders? What did you learn?
- Why will it work?
- Why should they believe you?

#5 Call to Action/Next Steps

- What's the roadmap you want to follow?
- What are the main assumptions you want to test with a Minimum Viable Product?
- How will the MVP look like? What do you want to build?
- Investment needed? (costs, people, resources, ...)
- First 6 month & long term vision

PRESENTATION SKILLS

33 TIPS *To Make The Perfect Innovation Pitch*

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Wrap-up

At Board of Innovation we have 2 key rules for each session we do: Always end on a high and always end on time! Make sure that you end pitching 15 min before the published end-time so you have time to:

✓ **Ask feedback.** Always ask for feedback it shows participants that you care about their opinion and it's a great opportunity for you as a facilitator to learn.

Pro-Tip Use a flips hart and the TIP - TOP model to find out what went good and what could be improved

✓ **Recap the day.** Give a quick overview of what you did during the day and give some examples of ideas that were generated.

Pro-Tip End with an inspirational sentence 'I hope that the ideas generated today will help you … Thank you!' The 'Thank You' in the end should trigger an applause.
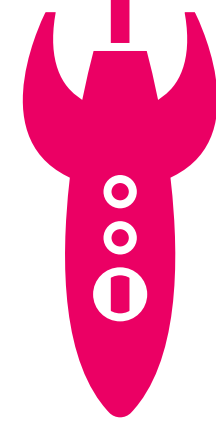
TIP

TOP

What could I improve?

What did you like?

Ideation Workshop:
Agenda 3

Agenda 3

09:00	Introduction & Warm-up
09:30	Brainstorm cards
10:30	*Break*
10:45	Tech & Trends Ideation
12:30	*Lunch*
13:15	Collaborative sketching
14:45	*Break*
15:00	Storyboarding
16:00	Pitching
16:45	Wrap-up

Goal: Short session to inspire participants and come up with new ideas.

Facilitators 1 -2 experienced facilitators

Participants 12-30

Difficulty level Easy

Time full day

Output 1 concept card per participant

Introduction and warm-up

A good ideation session starts with pulling people out of their comfort zone and getting the energy level right. Don't start with a 30 min presentation on why you are doing this. Rather follow the following 3 step approach:

✓ Introduce yourself and the context (2 min)
  Pro-Tip ask everyone to put away laptops and phones and tell them they are welcome to send an email or take a call outside if they have to.

✓ Ask everyone to draw their neighbour give him/her the drawing and introduce themselves.

✓ Put a ridiculous HMW statement on the board (eg. How might we improve the life of monkeys in the zoo) and use opposite thinking for a 10 min quick brainstorm exercise

Hello, I am ....,

I think that 10 years from now we will laugh about
....

(way of working, product, service,…)

Brainstorm Cards

This is a collection of 52 cards to help you brainstorm and come up with new ideas. You can download and share these for free.

How to use the Brainstorm Cards?
1. Start from a challenge or problem.
2. Use the cards to be inspired individually first. Come up with ideas for 20 minutes.
3. Share ideas in team and build further on the best ones.

Why are there 4 types of cards?
In this card deck we have four main starting points for innovation:

- New Technology
- Regulation
- Customers or Societal trends
- Market
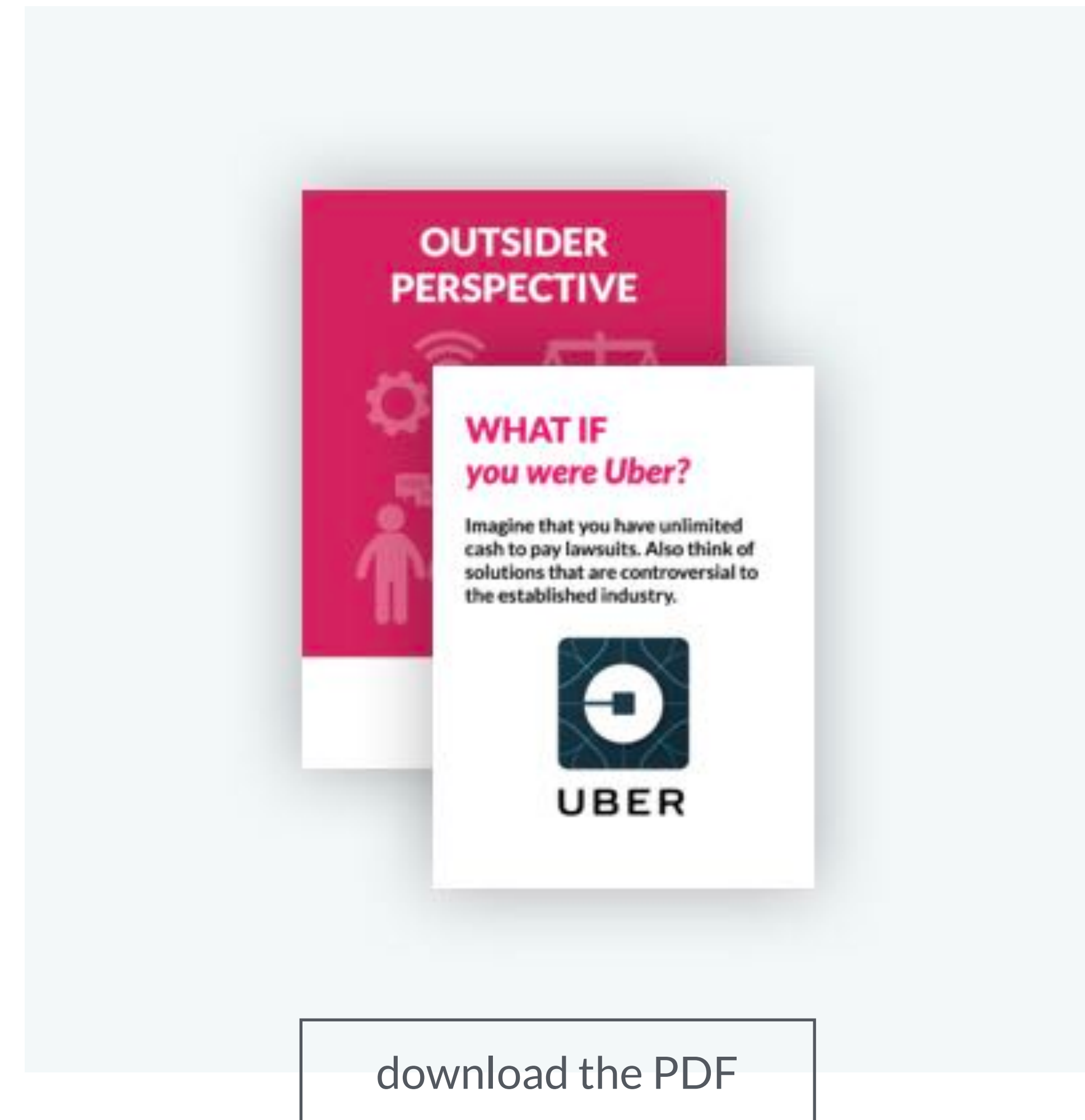
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Tech & Trend Matrix

Ideation starts by looking around you and by getting inspired. We developed the Tech & Trends matrix to:

- To introduce your team to new technologies and trends that can trigger innovative ideas. Explaining each technology and trend by using inspiring startup and corporate innovation examples makes these high level concepts extremely actionable

- To explore how specific trends and technologies can impact the challenges at hand.

download the PDF

Tech & Trend Matrix

Step 1

Download the PDF and print it on an A3 or A2 sheet of paper. You can also draw the diagram on a sheet of paper if you can't print.

Step 2

Frame your challenge.

Pro tip "How might we…": these three little words set the team in a direction that is solution-oriented (How), optimistic (Might),collaborative (We)

Step 3

Select relevant Social/Tech Trends. Aim to select around 8 Trends. For an example of a HMW/Trends inspiration deck **click here**.

Step 4

Ask participants to define 4 HMW - statements related to the challenge at hand.

Step 5

Give the HMW/Trends presentation.

Step 6

Ask people to select 4 Trends they find inspiring.

Pro-tip Provide handouts of your tech and trend presentation.

Step 7

Ask the participant to ideate on each HMW statement and use the selected trends as triggers to come up with new ideas.

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Collaborative Sketching

Collaborative action is an ideation technique where we use the universal language of drawing to build upon each others ideas. The "Collaborative Sketching Template" helps you:

- ⊘ To keep the most extroverted and loudest people from unintentionally dominating the sessions.
- ⊘ To make sure that everyone gets the opportunity to present their thoughts and ideas so they can be considered by the whole group.

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Collaborative Sketching

Step 1

Download this PDF and print it on an A3 sheet of paper, as many as there are participants.

Step 2

Ask participants to draw a solution - oriented idea on their template.

Pro-Tip Ask them to use the ideas of previous ideation exercises as inspiration.

Step 3

Ask participants to rotate to their neighbours seat and add to their drawings

Pro-Tip Make sure that everyone uses a different colour marker

Step 4

If everyone is back to their original seat, they should take 5 minutes to reflect in silence before starting a group discussion.
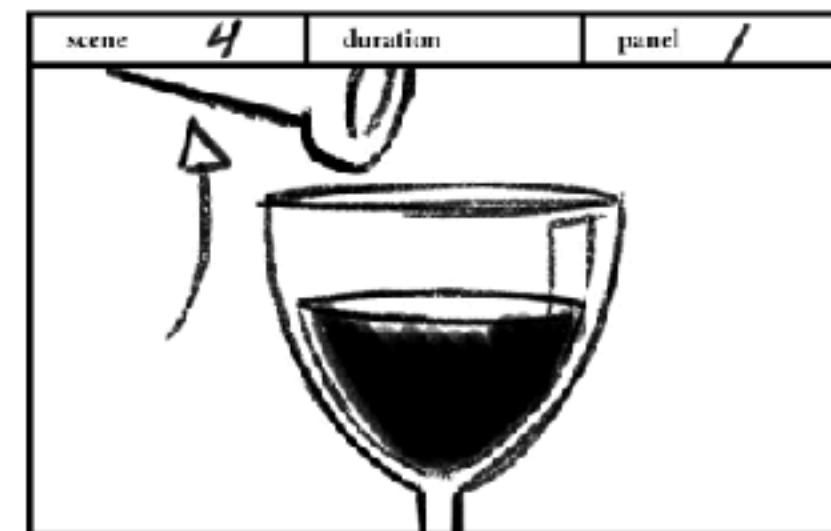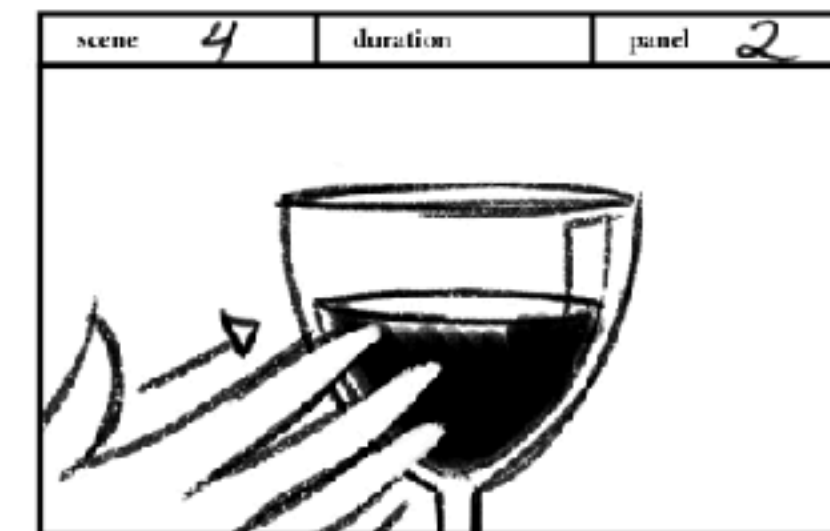
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Storyboarding

Storyboarding helps you to develop concepts further by visualising them in a comic book style frames. Storyboarding helps you to focus on the user and his/her interactions with your offering.
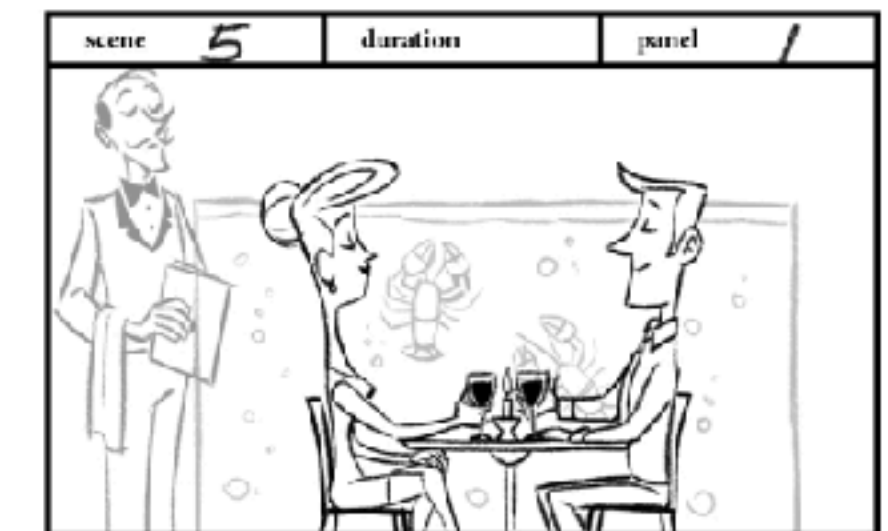
☑ Ask participants to divide into groups of 2 and select one artist and one director.

☑ Each group should try to visualise the main interactions of a key stakeholder with their offering.

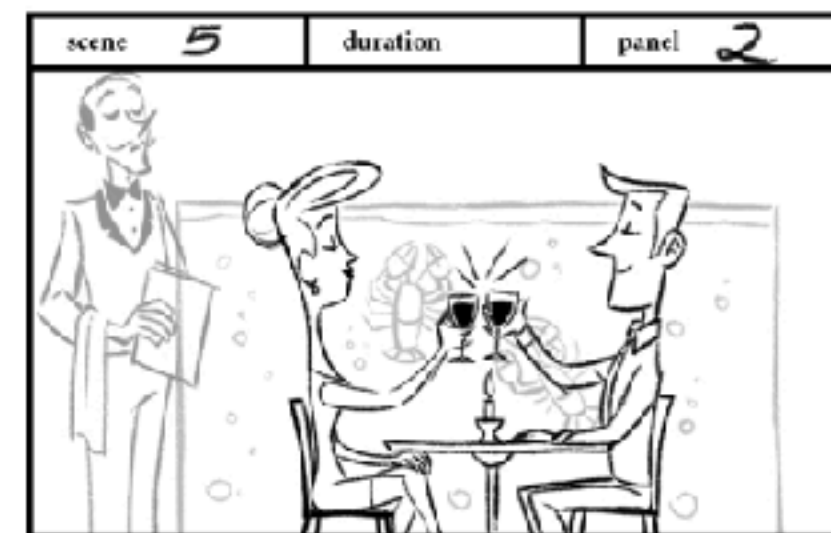☑ If there are multiple key stakeholders create multiple storyboards.

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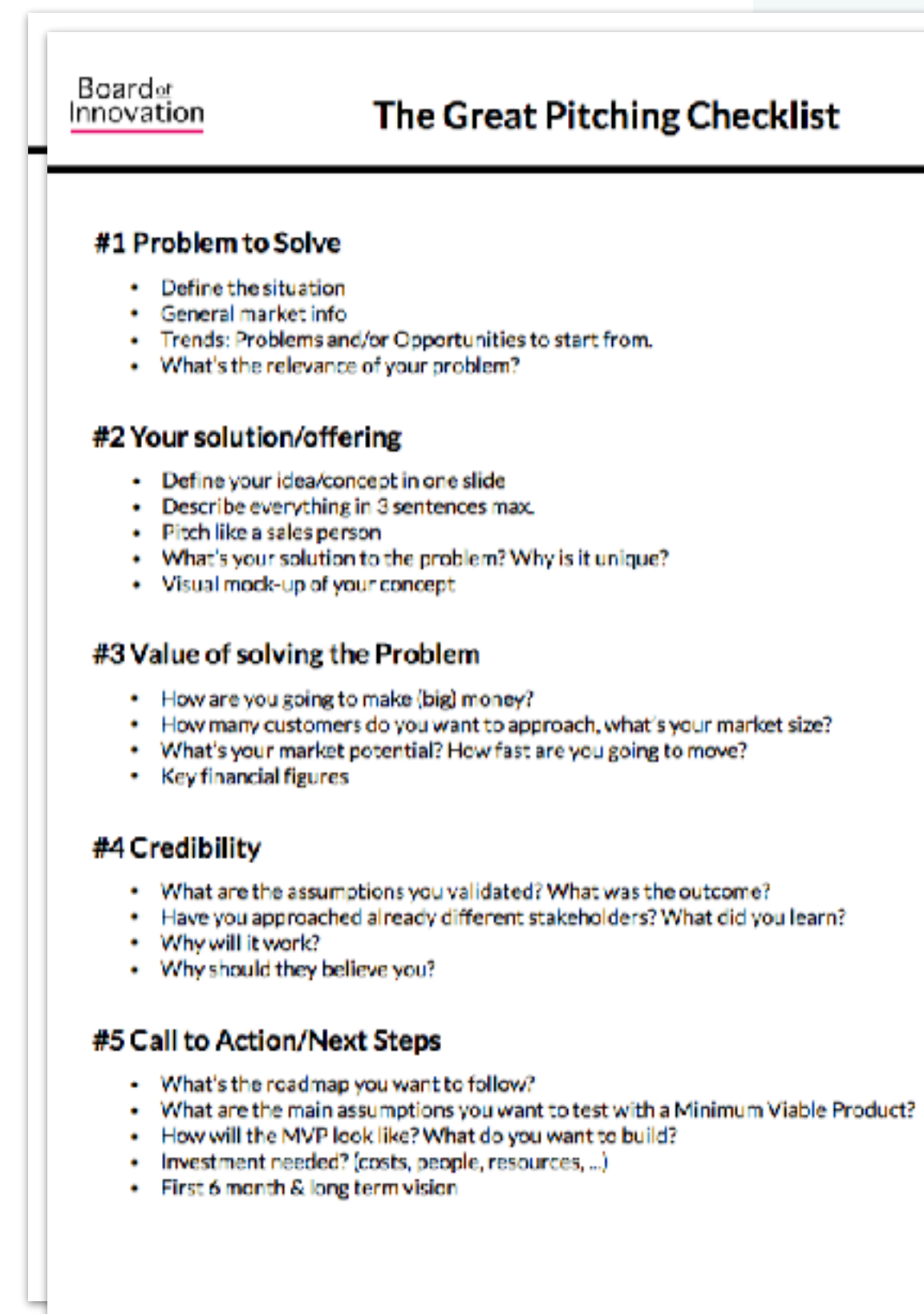

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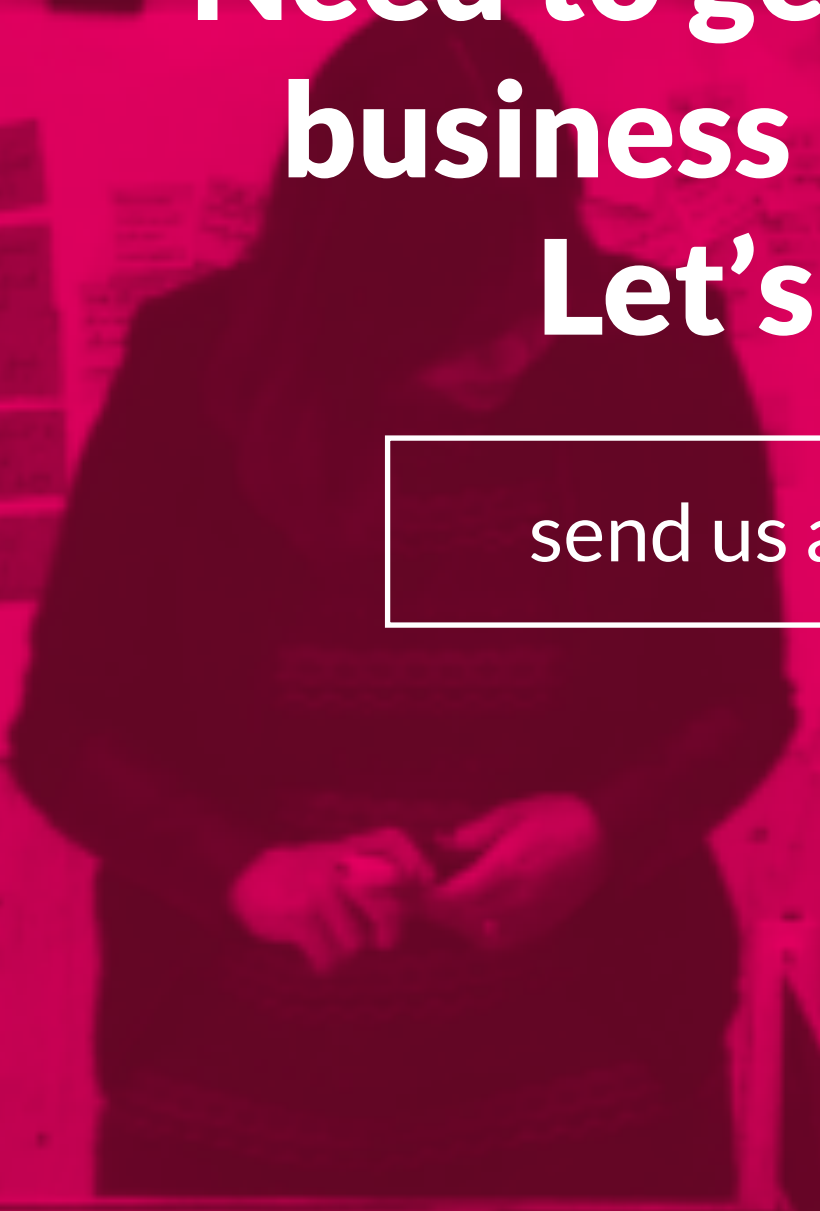
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TIP

TOP

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What did you like?

Need to generate new business concepts?
Let's do it!

send us a message

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Board of Innovation makes corporations innovate like startups, mixing proven methods from Design Thinking and Lean Startup.
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