



firecactus

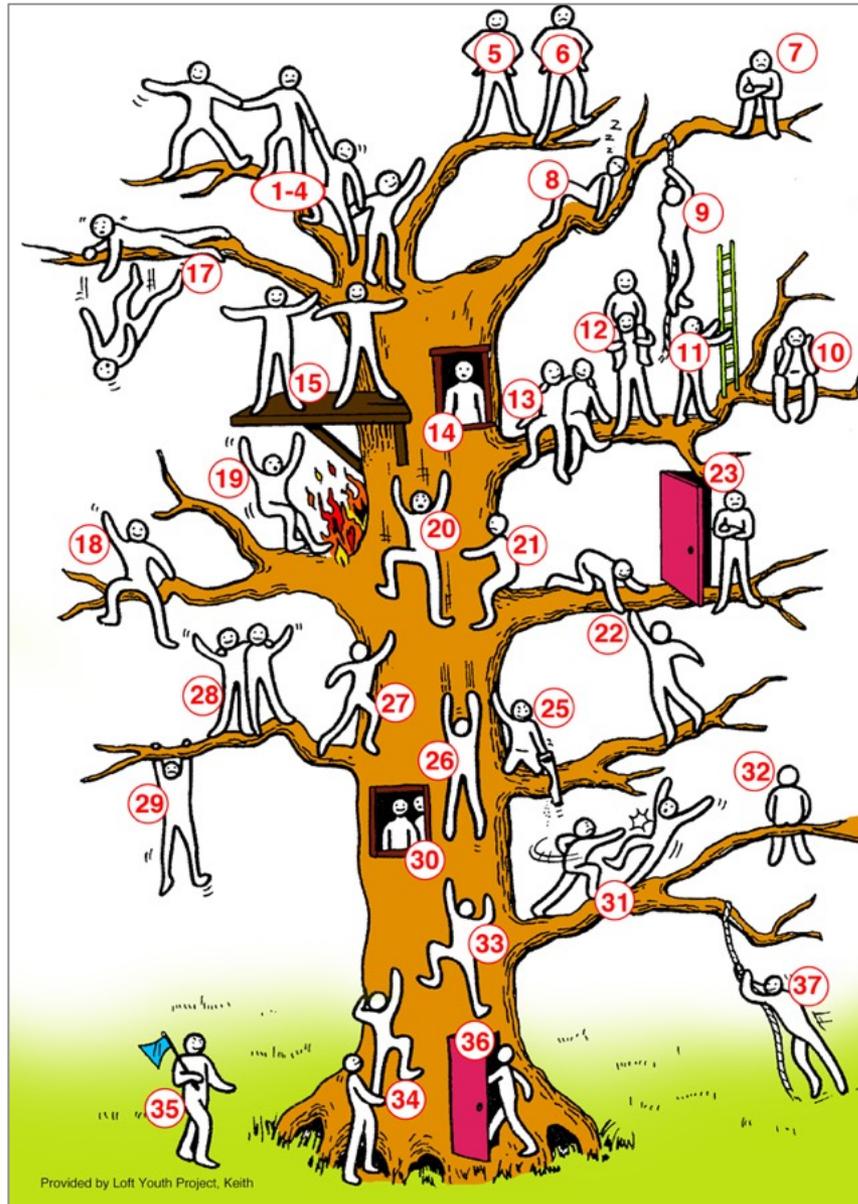
Strategy Innovation Insights

Innovation and creativity workshop

How to have an idea



Which one are you?

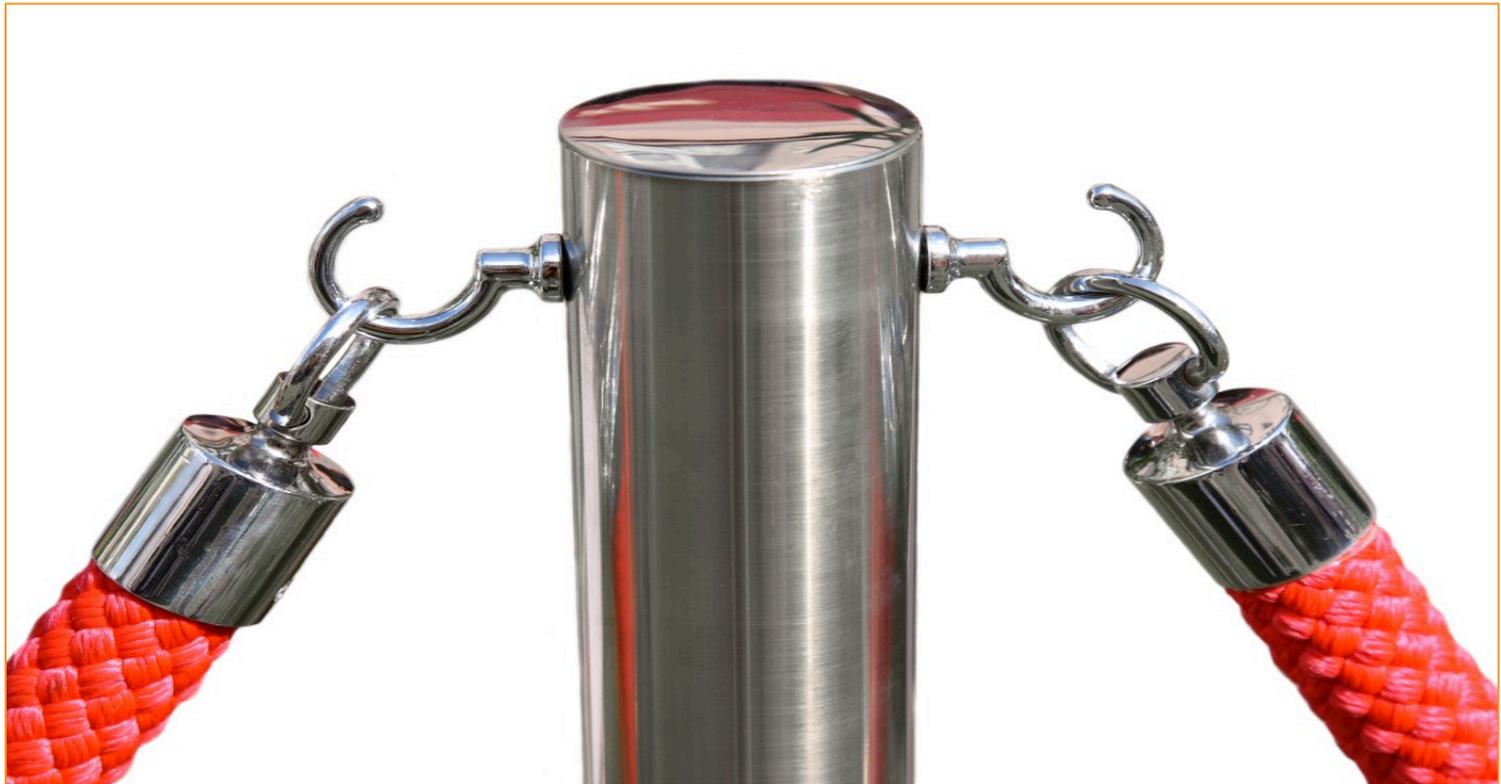


Objectives

- ✧ To inspire greater creativity
- ✧ To acquire and to practice creative idea generation tools
- ✧ To gain an understanding of the importance of insights in successful innovation
- ✧ To learn how to refine an idea once you have one

Creating the right creative environment for idea generation

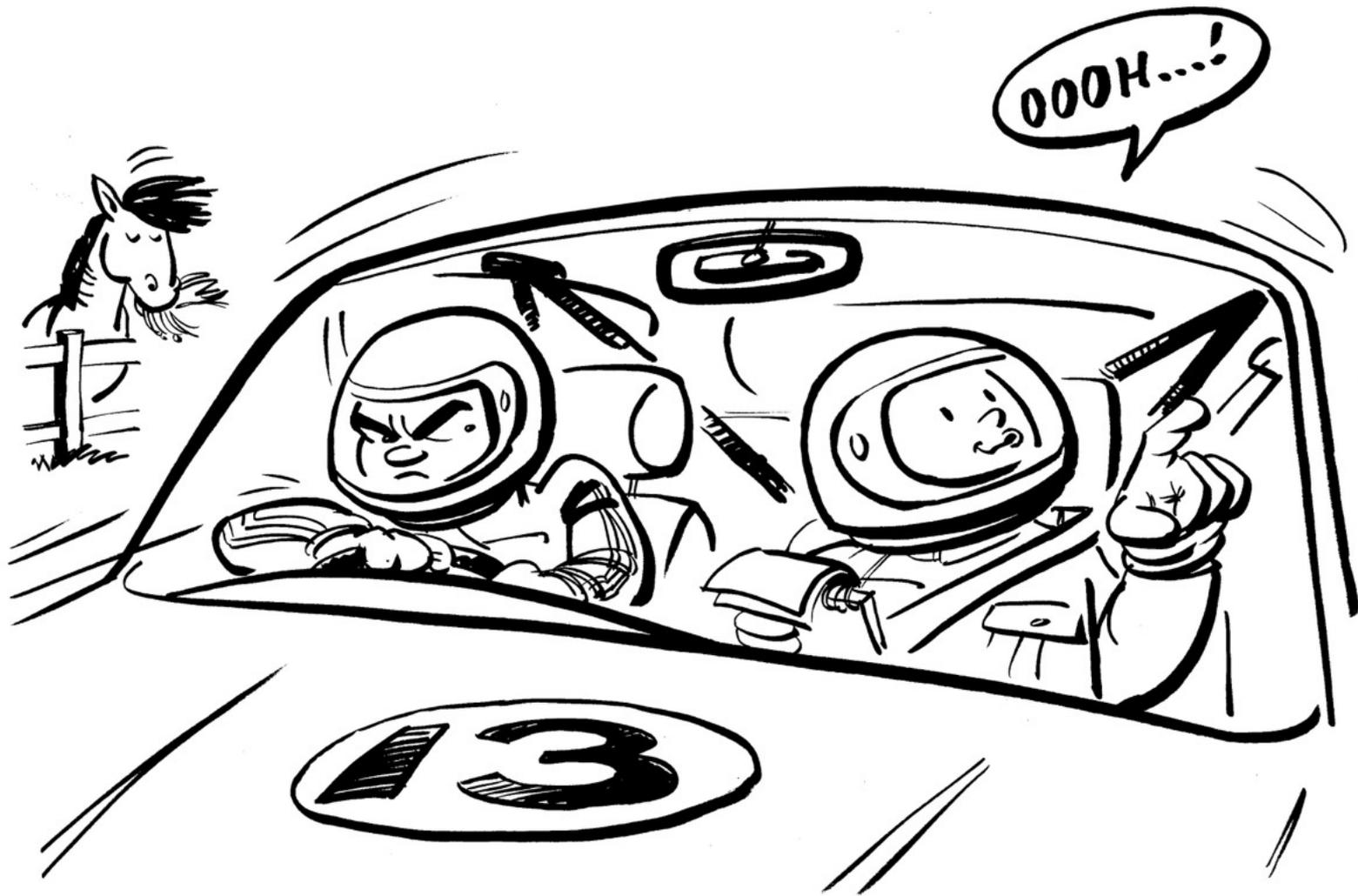
Rules for brainstorming



Turn off your mobile / blackberry



Focus here, not elsewhere

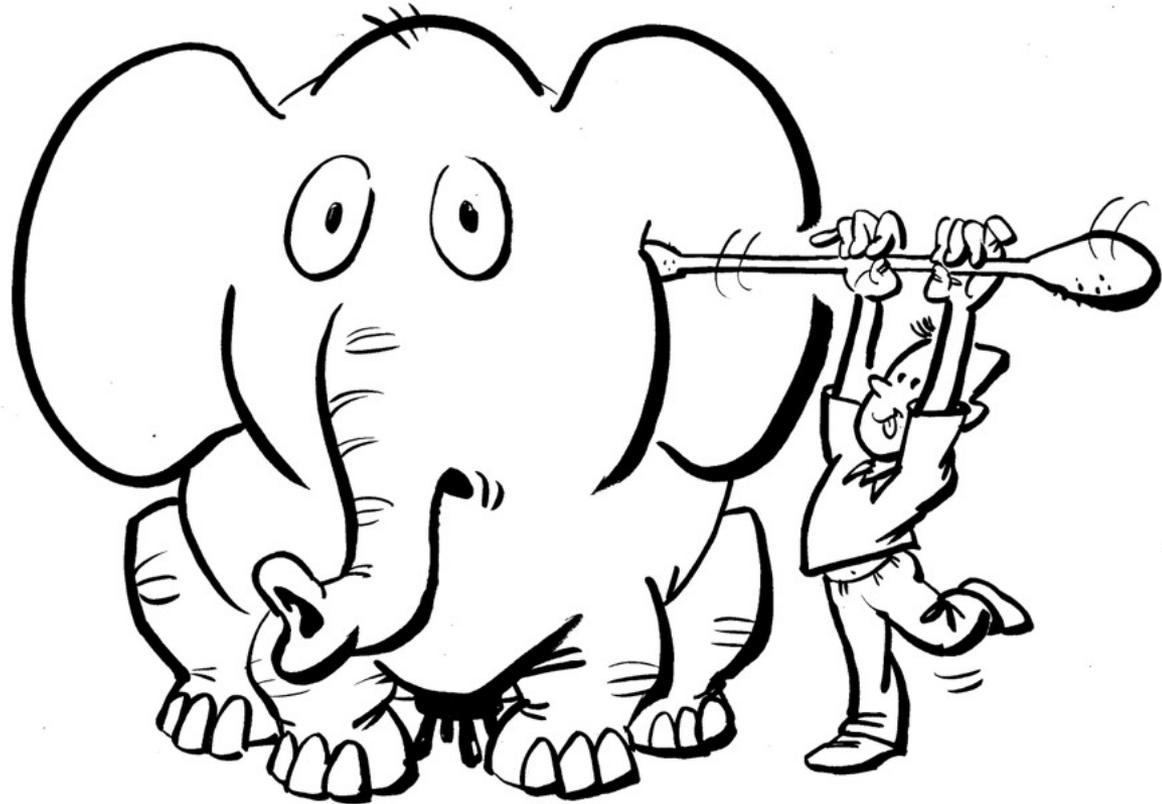


Don't censor yourself, or others

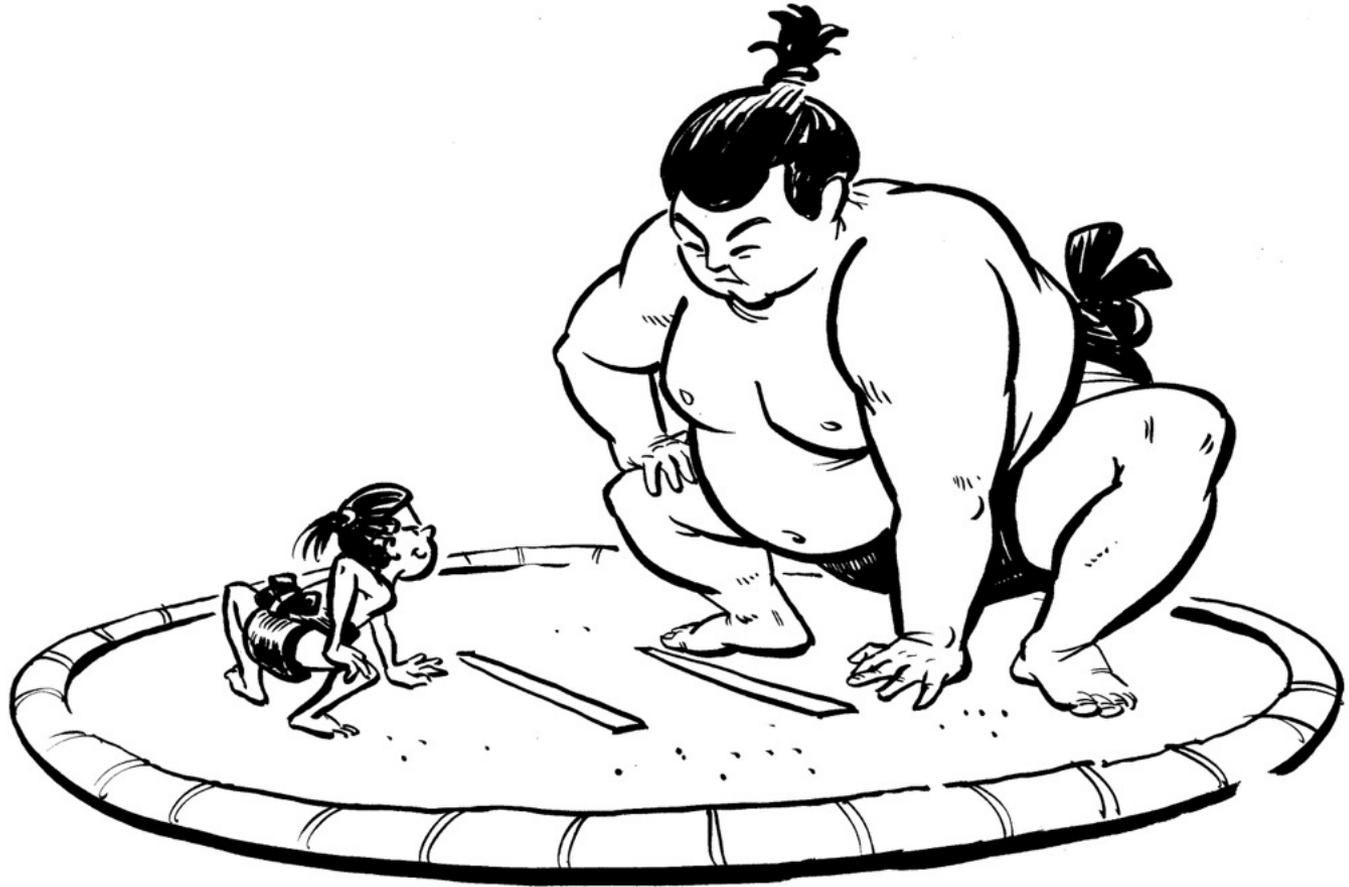


**Listen hard to
everything!**

! ?



Anything is possible



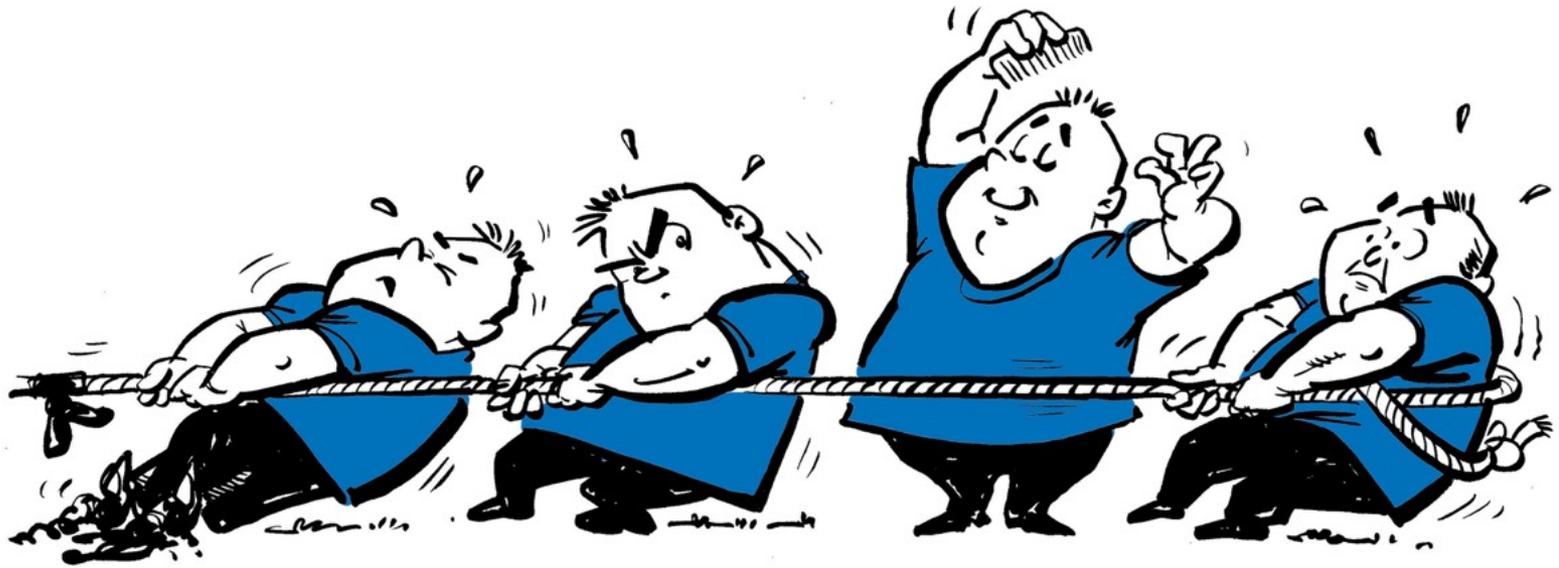
Have fun!



**Don't be afraid
to take risks**



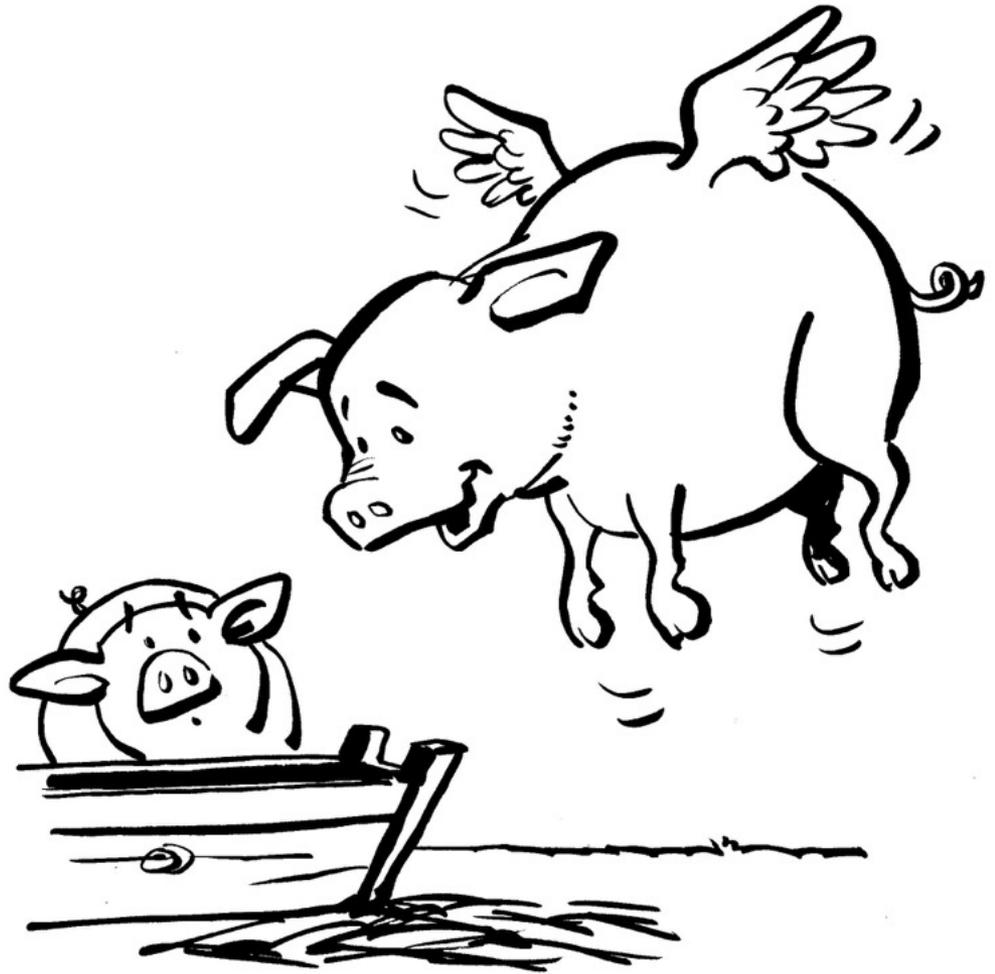
Work as a Team



**Headline
your
thoughts**



It's magic

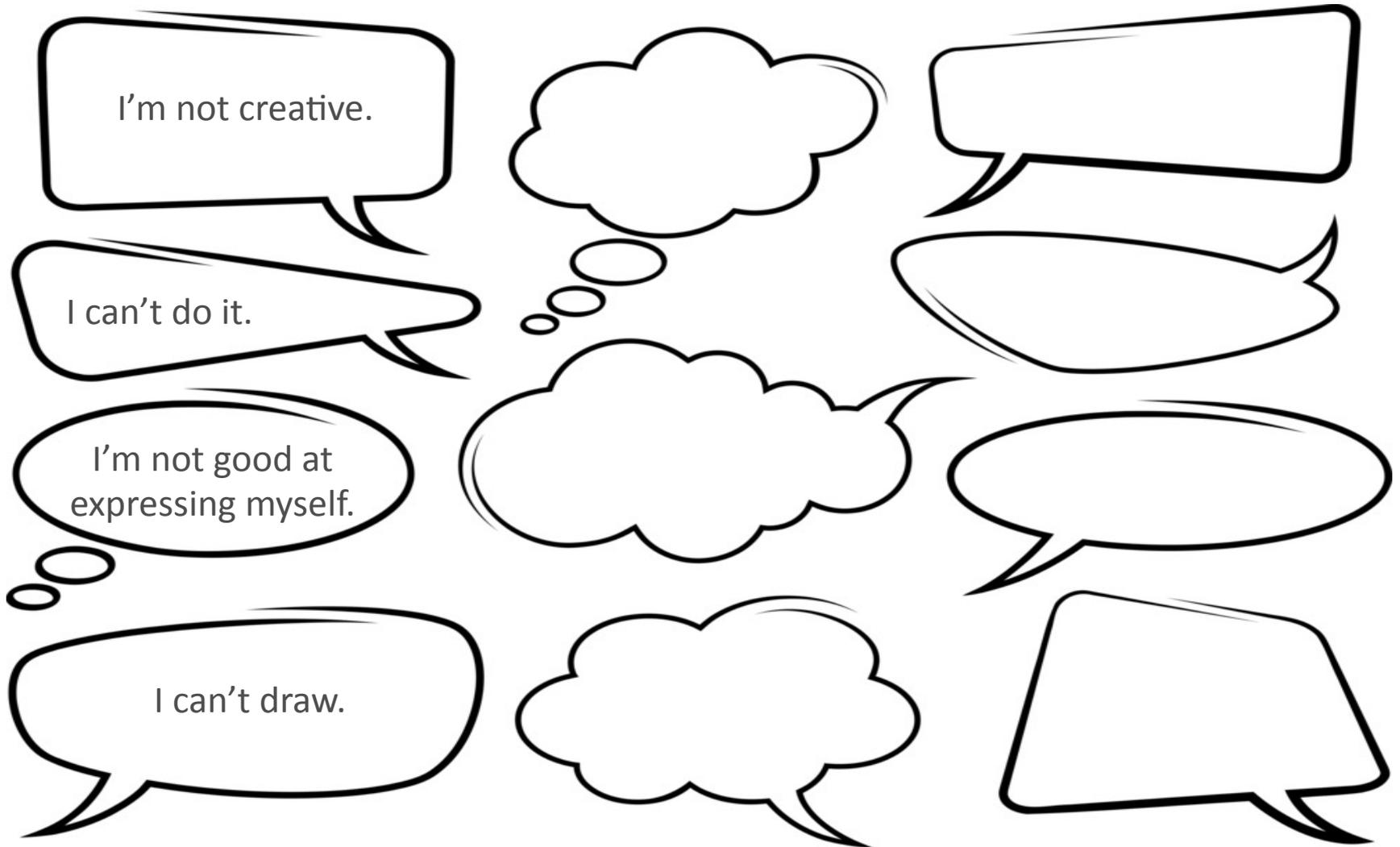




Be positive

Creating the right creative environment for idea generation

Barriers to creative thinking



Creating the right creative environment for idea generation

Barriers to creative thinking

I'm not creative.

I can't do it.

I'm not good at expressing myself.

I can't draw.

It's not our culture.

We've tried it already, and it didn't work.

The idea is too creative for our brand.

We don't think consumers will like it.

We love it but our factory can't make it.

We're not that brave.

It'll require lots of ad spend.

Creating the right creative environment for idea generation

The real secret to creativity...

Be inquisitive



Creating the right creative environment for idea generation

The real secret to creativity...

Be inquisitive



And make connections
between things



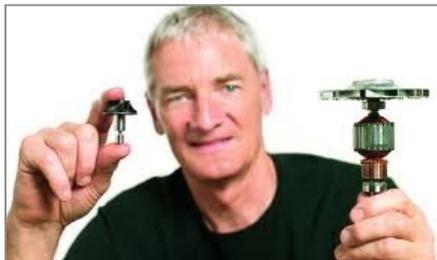
Creating the right creative environment for idea generation

The real secret to creativity...

Be inquisitive



And make connections
between things



Intelligent
naivety



‘The real voyage of discovery consists not in seeking new landscapes... but in having new eyes.’

Marcel Proust

Innovation in the real world

1

Insights

2

Ideas

3

Refinement

Where to start: Insights

- ★ Be inquisitive and make connections between things
- ★ Start asking yourself questions
 - 'Why is it made like that?'
 - 'Why doesn't it do this?'
- ★ List out what the needs are
- ★ Then list out the unmet needs
- ★ This is where companies start with innovation
- ★ This is the basis of INSIGHT

What is an Insight?

*‘A **penetrating discovery** into the needs, motivations or desires involved.’
These are used to create ideas.*

What are the Insights behind these products?



What are the Insights behind these products?



What are the Insights behind these products?





In pairs

What do you want to change in the world?

Now identify INSIGHTS – In pairs

1. List out met needs x 5.
2. Now unmet needs x 5.



Now generate ideas

1 x Met need
1 x Unmet need.



Now flesh it out further

Who is the target?

What is the core of what you're offering them?

How are you different to your competitors?

What is the social impact of this?

Guidelines for generating ideas

- Behave creatively and you will feel your creative capacity increase
- State the problem as clearly as possible, generate ideas, then rephrase the problem differently
- Generate lots of ideas, keep going
- Revise the list and try to make each idea better, don't kill ideas off yet
- Develop a criteria for judging ideas
 - Strengths and weaknesses
 - What is essential, desirable, optional
 - Which ones do you like and which ones do you love
- Take your best ideas and get feedback
- Sleep on it



The golden rules of good Brainstorming

1) Defer judgment

Don't dismiss any ideas. Any idea is a good idea, no matter how crazy. Nothing can kill the spirit of a brainstorm quicker than pre judging ideas.

2) Encourage wild ideas

Embrace the most out-of-the-box notions because they can be the key to solutions.

3) Build on the ideas of others

No "buts", only "ands." Sometimes people say bizarre things but with an element of truth. When you build on the ideas of others, you might bring those crazy ideas back down to earth and make them real innovations.

4) Stay focused on the topic

Always keep the discussion on target, otherwise you can diverge beyond the scope of what you're trying to achieve.

5) One conversation at a time

No interrupting, no dismissing, no disrespect, no rudeness. Let people have their say.

6) Be visual

Pictures can be as powerful as words. Doesn't matter how bad a sketcher you are.

7) Go for quantity

Aim for as many new ideas as possible. Crank the ideas out quickly and make sure someone's got responsibility for capturing them

**Good ideas are more than an
ambition**

Good ideas have a shape

We need better internal
communications.

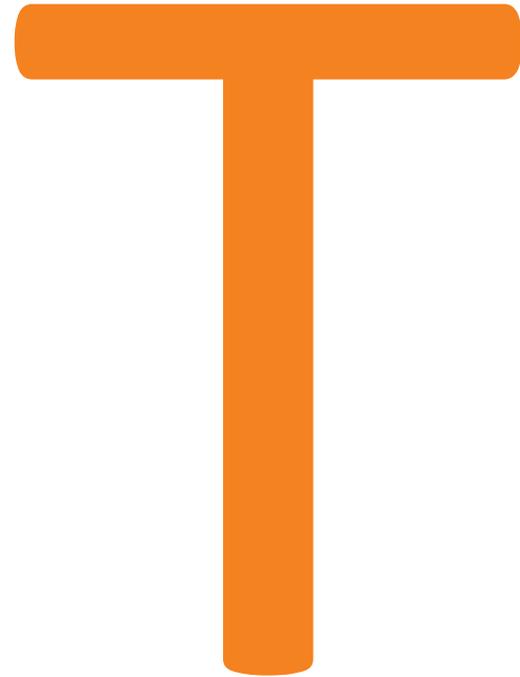
We need a weekly blog from our
CEO.

Good ideas are more than an ambition

We need better internal communications.

We need a weekly blog from our CEO.

Good ideas have a shape



How do companies innovate?

In a word... badly

9 out of 10 new ideas that are launched fail

- ✪ Ideas not thought through enough
- ✪ Ideas not based on a real consumer need
- ✪ There is no clear benefit in buying it
- ✪ Internally the ideas get changed along the way
- ✪ Clients look at current capabilities and say no
- ✪ Risk averse culture

Innovation in the real world

1

Insights

2

Ideas

3

Refinement

Where do ideas begin?



From the current reality

Look at what is available now and try to improve it



Parallel worlds

Learning from competitors (and comparators) to unlock inspiring thinking



Random departures

Finding random things to use as stimulus

Force Fit

Force fit stimulates you, by using a word or image or object completely unrelated to the category in which you are working



- Open a dictionary, thesaurus, book or magazine, randomly pick a word to come up with ideas.
- Pick an object from somewhere in the room and use to come up with ideas.
- Pick a picture from a book, magazine, postcard, internet and use to come up with ideas.

Break the Rules

(in pairs)

Technique:

Simple but effective, Break the Rules helps you deconstruct a product or service and look at the components from new and interesting angles - freeing your thinking from normal constraints and considerations

Step 1: List all the rules associated with the product or service

Step 2: Take each rule in turn and break it, finding new ways to deliver the service or product

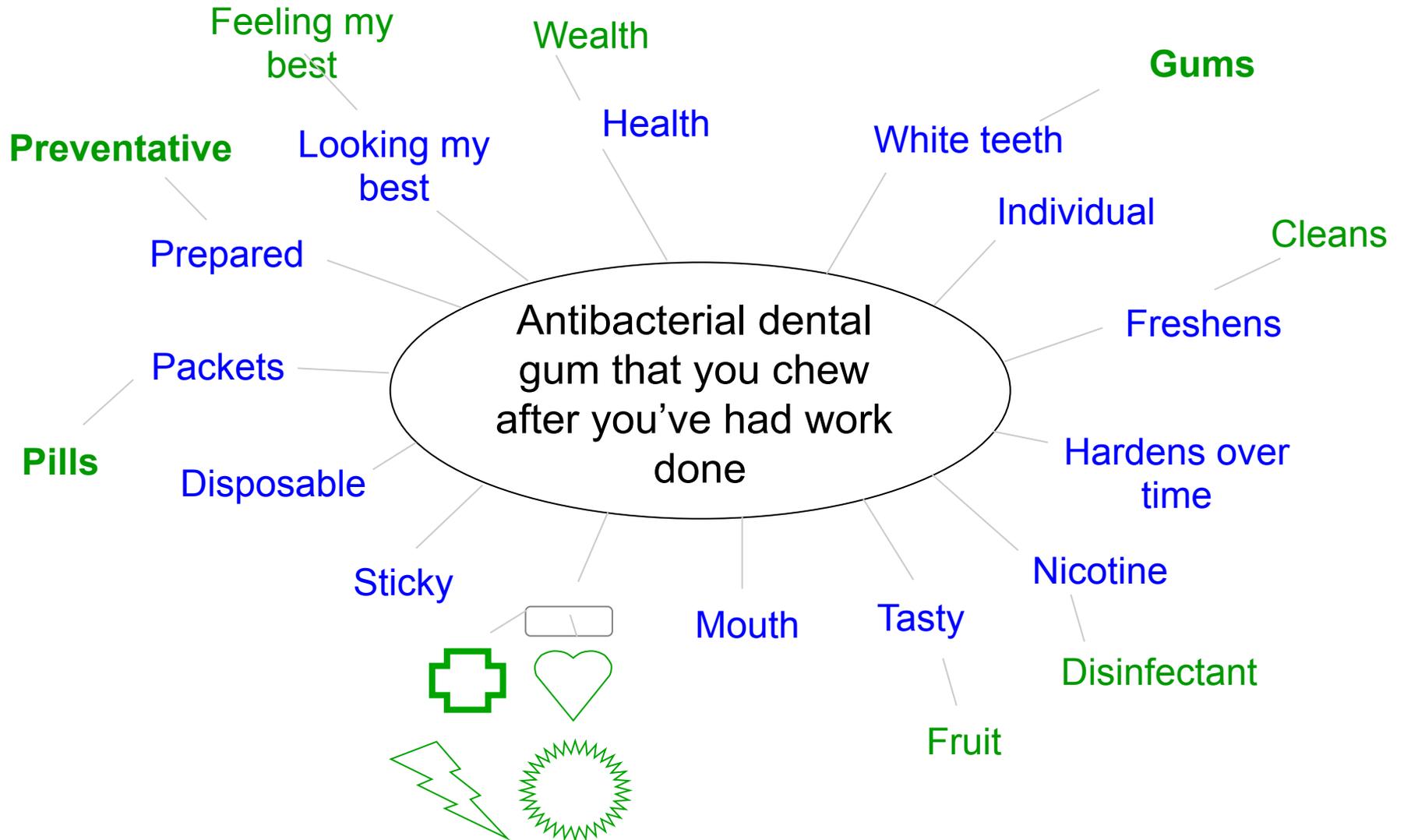
Mind Maps



Mind Maps



Mind Maps



Keeping the energy up

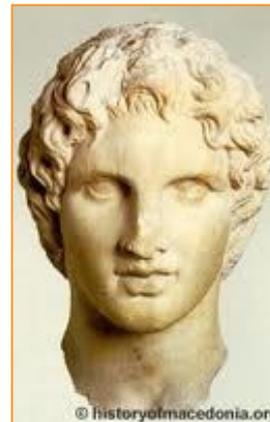
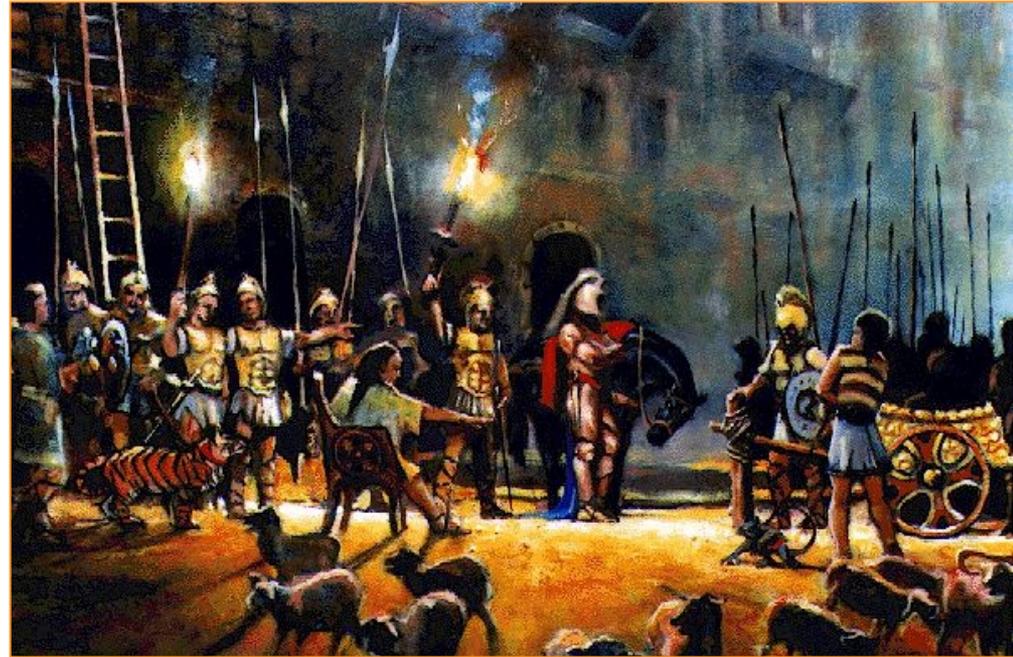
The famous Gordian Knot

333 BC

Alexander the Great

Gordium

An ancient prophecy had declared that whoever untied the Gordian knot would surely be master of all Asia



The Good Idea Checklist

Excitement

Liking

Uniqueness

Understanding

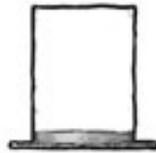
Relevance

Credibility

Refining ideas

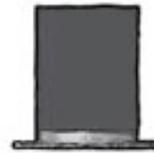
De Bono: Six Thinking Hats

The Six Thinking Hats



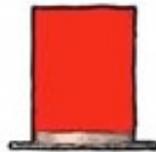
The White Hat

White Hat thinking focuses on data, facts, information known or needed.



The Black Hat

Black Hat thinking focuses on difficulties, potential problems. Why something may not work.



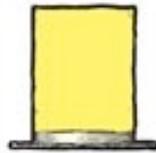
The Red Hat

Red Hat thinking focuses on feelings, hunches, gut instinct, and intuition.



The Green Hat

Green Hat thinking focuses on creativity: possibilities, alternatives, solutions, new ideas.



The Yellow Hat

Yellow Hat thinking focuses on values and benefits. Why something may work.



The Blue Hat

Blue Hat thinking focuses on manage the thinking process, focus, next steps, action plans.

SCAMPER: 6 tools in 1

- ★ Manipulation is the brother of creativity
- ★ Everything new is just an addition or modification to something that already existed

*'If I have seen further it is by
standing on ye shoulders of
Giants' Sir Isaac Newton*

1643 -1727
physicist,
mathematician,
astronomer,
alchemist,
inventor and
natural
philosopher



SCAMPER: 6 tools in 1

Substitute	ingredients, materials, process, place, approach, parts, formats
Combine	materials, purposes, uses, ideas, resources
Adapt	copy, emulate, incorporate, adapted, alternative context
Modify	magnified, extended, reduced, altered, twisted
Put to another use	other fields, other uses
Eliminate	delete, omit, divide, split
Reverse	change negatives into positives, opposites, backwards, unexpected

SCAMPER: 6 tools in 1

- ✧ Substitute – Starbucks Frappuccino
- ✧ Combine – Printing press, Gutenberg coin punch and wine press
- ✧ Adapt – Jacuzzi brothers, water pumps for farms and baths to treat their cousin's arthritis
- ✧ Modify – Cirque de Soleil 1984, focus on performance
- ✧ Put to another use – Rubber bands made from old surgical tubing
- ✧ Eliminate – Wedding gift lists
- ✧ Reverse – Plunkett set out to make a new refrigerant. Instead he created a white waxy material that doesn't stick to surfaces. Teflon

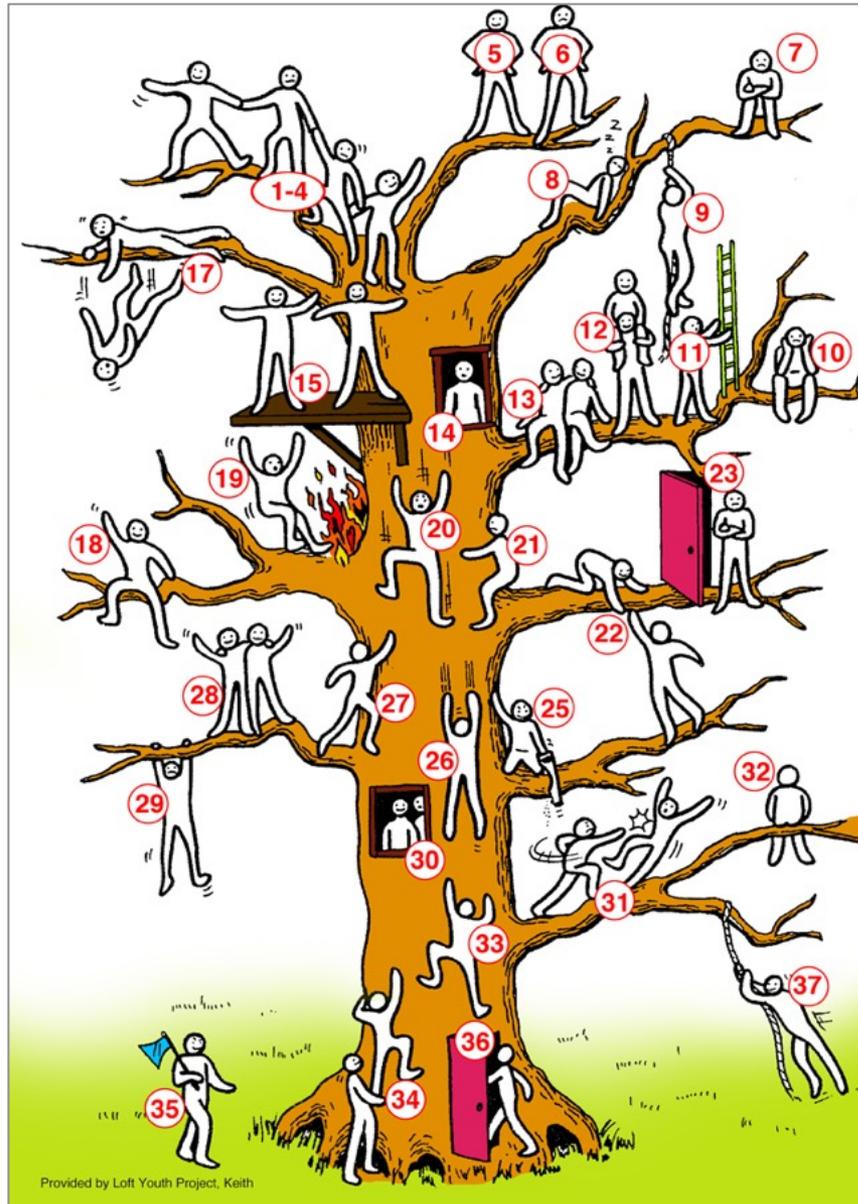
The big takeaways from today

- ★ Immerse yourself and be inquisitive
- ★ List out the needs (met and unmet)
- ★ Consider them as idea startpoints
- ★ Use a creative technique
- ★ Create stimulus
- ★ Generate lots of ideas
- ★ Pick the best ones
- ★ Refine them (using another technique)
- ★ Do some MARKET RESEARCH

Any questions..?



Which one are you?





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Strategy Innovation Insights

Homework

iPhone 6

Half the students to bring in an object from the kitchen

The other half to bring an object from the living room.

Objects should be not large, practical, easy to carry.

We will use them as departure points to think of new features for the iPhone 6.



Psychology of creativity



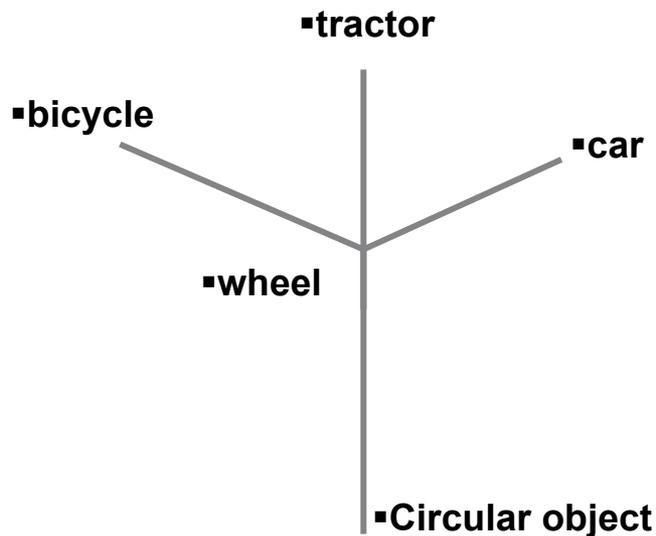
Creativity only becomes innovation when ideas become useful.

Creativity is a behaviour; Innovation is a process (What If).

Adopting new behaviours affects the way you feel. If you behave creatively, you will feel your creative capacity increase.

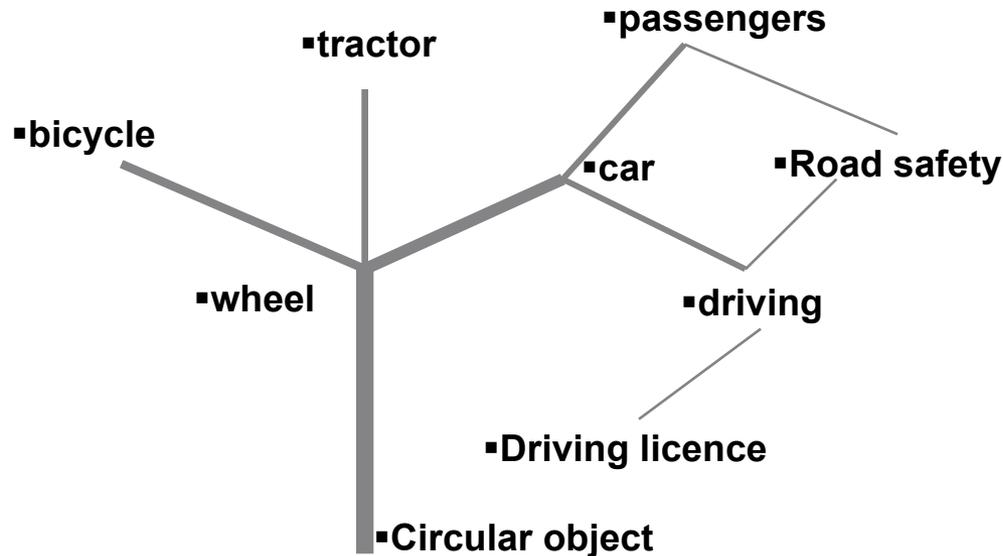
Your brain as an inhibitor of creativity

- As a child, you make sense of the world by creating associations, or schemas. These create the basis of the branching of your neurones.
- As you learn new things, your neurones develop like a tree and new branches are formed.
- The brain automatically sorts and files information according to these schemas.



Your brain as an inhibitor of creativity

- As you grow older, you are using the same neuronal pathways time and time again
- The neuronal pathways becomes larger and deeper
- The flow of new ideas starts to slow down but the flow of information speeds up
- Your brain becomes faster at classifying information by recognition and requires less and less reflection



Your brain as an inhibitor of creativity

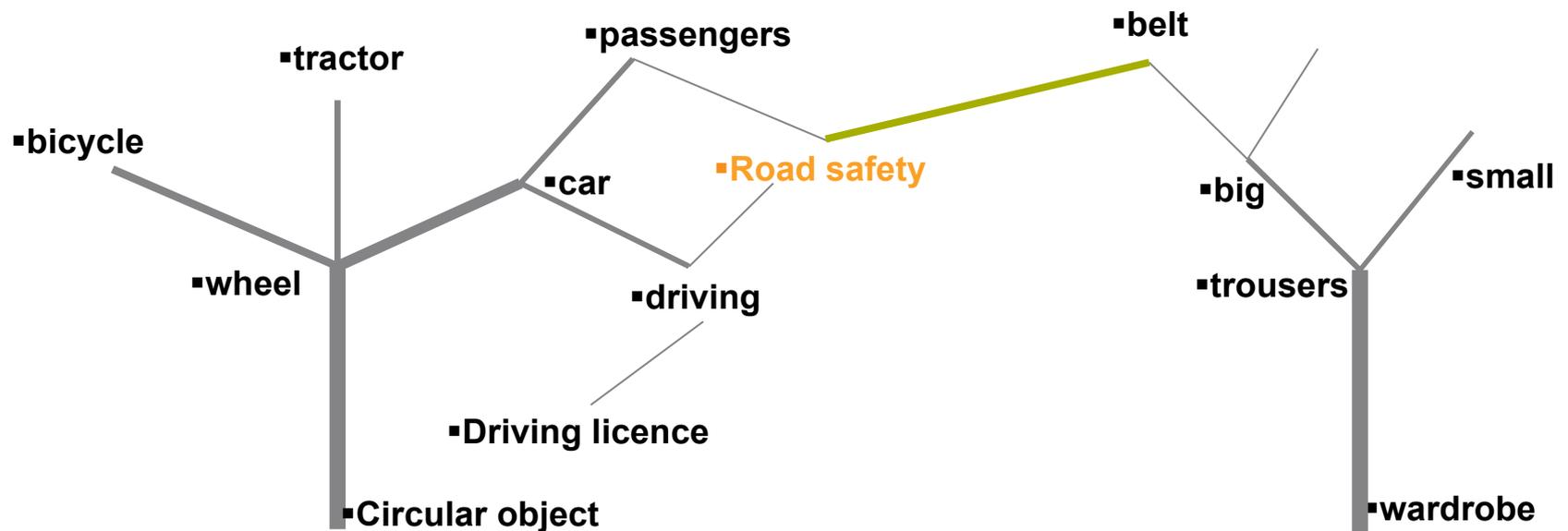
- The brain classification is thus an advantage where it allows us to handle a huge amount of data
- But there are two big drawbacks to making such rapid classifications
- 1st the assumptions the brain makes can sometimes be wrong and cause us to jump to conclusions, make snap decisions about people or situations
- 2nd the way the brain processes information kills creativity. Every time we try to think of something new, the brain will use the same pathways
- *As an adult, the brain needs to be trained to Unlock creativity.*

Creativity training is about finding ways to override the brain's classification system.



How to unlock your creativity

- Specific new behaviours to adopt
- 1 – Freshness: continual search for new experiences that jolt you into making new and unique connections
- The tool to use to do this is STIMULUS. This could be anything that is not in our current pathway of thinking. It jolts us from one pathway to another and allow lateral connections and enables the brain to create alternative





How to unlock your creativity

The 4 main tools to help stimulate different thinking:

- Re-expression:
 - finding an alternative way of describing or experiencing the issue or problem (using alternative words, different senses like drawing, or from someone else perspective)
- Related worlds:
 - looking at areas where a similar issue or benefit can be seen (in other Businesses outside your category, outside experts in related area but - But not in your business, science, history or nature)
- Revolution:
 - identifying and then challenging the rules and assumptions we are using (by writing down every rule, shape, usage, feel, touch, application, aesthetic, dimensions, process... and break each one of them in as many ways as possible)
- Random links:
 - making connections and links between the issue and random items found in the world. Random items must be truly random and you must find a connection. The harder you work at connection, the more unique and interesting the result

How to maximise your creativity

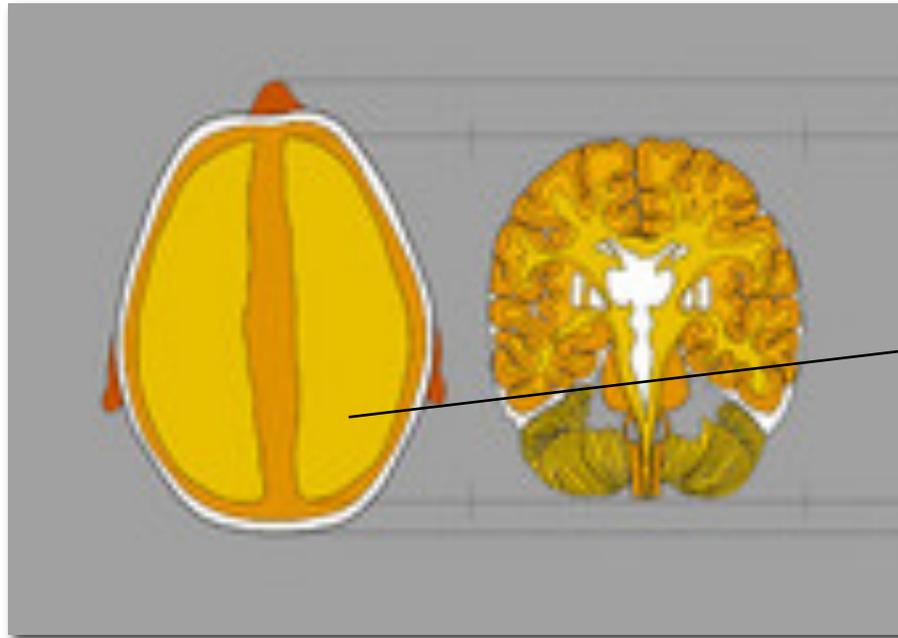


Research has indicated that "whole brain synchronization" is present in the brain at times of intense creativity, clarity and inspiration.

Left Brain vs Right Brain

▪Left Hemisphere ▪Dominance

- Time
- Future
- Words
- Letter
- Self control
- Logic
- Language sounds
- Speech
- Judgment
- Analysis
- Complex movements
- Sequence
- Verbal memory
- Lines
- Lists
- Reading
- Writing
- Arithmetic
- Competition
- Sports
- Coordination



▪Right Hemisphere ▪Dominance

- Daydreaming
- Holistic
- Geometric patterns
- Faces
- Emotional expressions
- Intuition
- Non language sounds
- Music
- Conversation
- Creativity
- Team work
- Tactical patterns
- Braille
- Spatial awareness
- Non verbal memory
- Emotional content
- Geometry
- Direction
- Distance
- Mental rotation of shapes
- Colour
- Art

Are you Left or Right brain dominant?

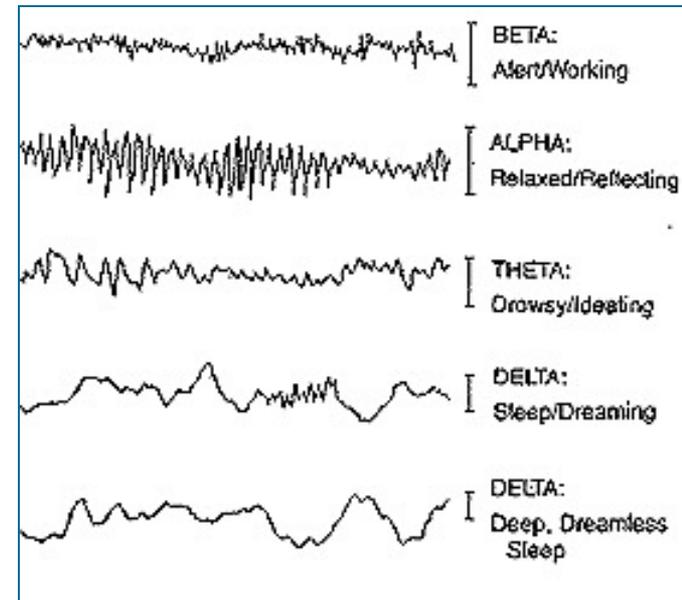
Click on the link below for a quick test to find out:

<http://brain.web.us.com/brain/braindominance.htm>



The way to your right brain

- The brain works on electrical impulses. The speed of which causes it to act in different ways
- There are 4 speeds:
 - Beta:
 - speed at which you spend most of your time in
 - Alpha:
 - characterised by single focus and relaxation
 - Theta:
 - meditation and dreaming
 - Delta:
 - when you are asleep
- **You can control and manipulate which state you want to be in**



- The ideation that can take place during the theta state is often free flow and occurs without censorship or guilt.
- <http://brain.web-us.com/brainwavesfunction.htm>



The way to your right brain

- Use the appropriate language
- *"Consider the [left brain] word 'THINK'. Temporarily replace it with the right-brain word "believe" or "feel".*
- Once the creative juices start coming, put your left brain to sleep
- Ban any logical or organisation thoughts, or the left-brain will awaken and you lose your creative streak
- Relaxation exercises like meditation, visualisation, or simply relaxing are ways to slow down the activity of your left brain
- Visualize your goal in detail as you drift off to sleep. Long rides in a car, train, plane is still another. Let ideas flow without interruption
- Go with the flow
 - **Visualisation exercises are very powerful tools to enable your right brain to take over,** have a notebook and write down any ideas you have before the left brain take over again

■ In Alpha, we begin to access the wealth of creativity that lies just below our conscious awareness <http://brain.web-us.com/brainwavesfunction.htm>