# **Round Robin**

In this activity an idea is passed from person to person, it can grow and change in unexpected ways to uncover some amazing and original concepts.

1. Start with picking a clear How Might We (HMW) statement.
2. Instruct each person to write down an unconventional solution on a post-it and have them pass it to the person sitting on his/her left.
3. Ask them to write a reason why the proposal will fail and have them pass the post-it note to the left again.
4. Instruct them to write down a way to resolve the critique.
5. Iterate this 4-step process with different challenges.

Encourage the participants to suggest wild ideas. Limit the time for each phase (2-3 min). Record all ideas.

# **Association**

The task is to use a random word or image to help generate ideas.

1. Pick a HMW statement from your board
2. Pick a random work or image use something like <https://www.generatormix.com/random-image-generator>
3. Spend 1-2 minutes coming up with ideas
4. Write down each new idea on a sticky note and place it on the board.

Repeat for more images and/or more HMWs. Note this activity can generate some silly ideas but still write them down.

# **Revolution exercise/ Opposite thinking**

The task here is to flip an idea and see what new ideas it will generate.

1. Pick a HMW statement
2. **Write down as many rules (assessments happen in may) or attributes (chairs have 4 legs) as you can think of** about the issue.
3. Look at what you have and think about how you could break these assumptions – write down “what if..” statements. What would it look like if that rule was broken?
4. Write down each new idea on a sticky note and place it on the board.

Repeat for more HMWs. Limit the time for each phase (2-3 min).

# **Mission Impossible**

The task is to pick ideas and try to make them into ambitious ideas by considering (near) impossible missions.

1. Pick an idea from your board
2. Imagine you must make this idea a reality but
* Implement it by next month/week/quarter
* Generate a £1M in the first year
* Engage all universities or colleges
* Do it with no funding
* ….
1. Write down each new idea and post it to the board.

Repeat for more ideas. Limit the time for each phase (2-3 min).

# **Scamper**

For scamper you need to look at the ideas you have generated then apply the rules below. The idea is to apply the activities below to generate new ideas.

* **Substitute:** What can you substitute or change in an idea to create a new idea.
* **Combine: C**ombine two or more ideas.
* **Adapt:** What can be added, tweaked, or modified in an idea to make it better.
* **Modify:** Can you modify in an idea to improve results?
* **Put to another use:** Can the idea be applied in a different way?
* **Eliminate:** What can be removed or simplified
* **Reverse:** Rearrange or interchange elements to improve results?

Write down each new idea and post it to the board.

# **Heuristic ideation technique (HIT)**

This is based on the heuristics ideation technique where you combine attributes in a matrix to create new ideas. For this activity we are going to work with your ideas (across the top of the matrix) with a set of attributes down the side.

1. On flipchart/board create a 5 x 5 matrix
2. Pick 4 ideas from your board and place them along the top row (columns 2-5)
3. Down the left hand side write 4 attributes, these can be random and associated with your challenge e.g. hybrid, large scale, flexible, hyper-local etc. or abstract such as attributes you’d associate with a hospital e.g. sterile, efficient, free to use, etc. or driving e.g. braking, speeding, swerving, crashing, etc. Pick you own of use one of the above examples.
4. Write a new idea where the ideas and attributes intersect in the matrix. You may get some crazy ideas but don’t discard them. Fill in as many as you can (target 16 new ideas) and then put them on your ideas board.