

**Deliberate  
Creativity & Innovation**

# Ideation

**The true source of power in  
any company today is ideas  
- the rest is housekeeping.**

Marsh Fisher,  
Co-founder Century 21

**Upgrade Your Neck-Top Computer®**

Developed by  
Bill Jarrard & Jennifer Goddard  
Mindwerx International

**Ideas for Action....**

**Mindwerx International Pty Ltd**

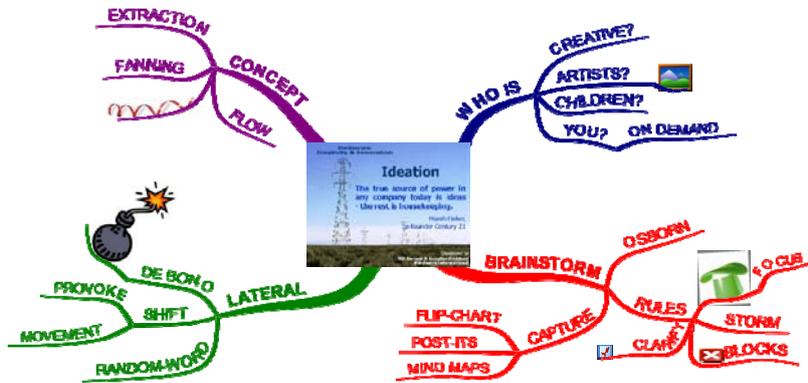
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## Categories of Ideation Methods

- ▲ Spontaneous response
- ▲ Lateral thinking
- ▲ Concept flow
- ▲ Visualisation
- ▲ Association
- ▲ Questions
- ▲ PO
- ▲ More...





## Brain Storming Variations

- **Brain sailing**
- **Brain blooming**
- **Brain writing**
- **Creativity circles**
- **Crawford slip method**





# Brainstorming Exercise

## Problem/Opportunity:

Where do you want to direct your thinking?

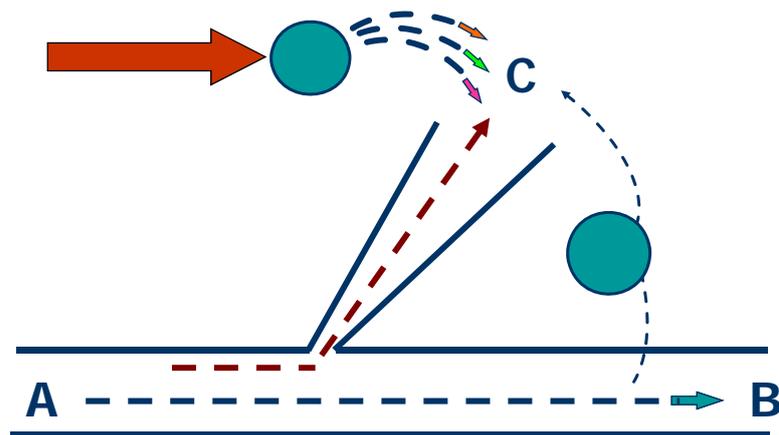
## Green Hat Focus:

## Green Hat Ideas:





Edward de Bono's  
**LATERAL THINKING**



de Bono materials © McQuaig Group

## Developing New Ideas

Switch from critical judgement...



To a deliberate mental process for ideation...



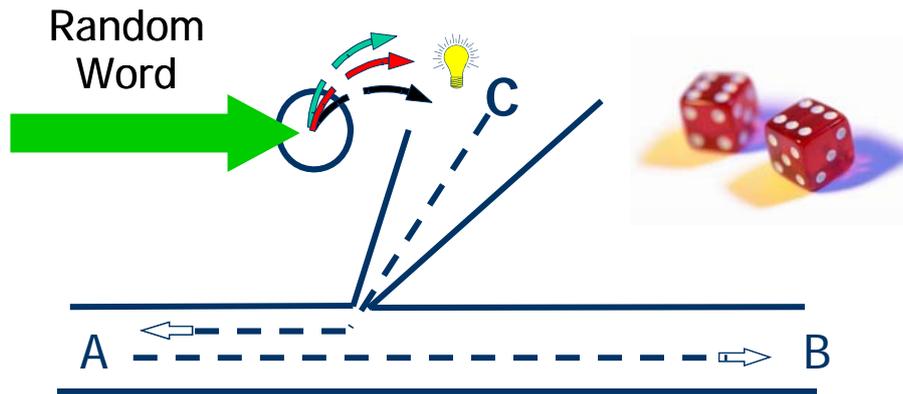
**Flow of Association**

de Bono materials © McQuaig Group



# Creative Ideation

Shift laterally and use the flow of association to provoke ideas off the current path...



de Bono materials © McQuaig Group

# Creative Ideation

**Focus:**

**Random Word:**

**Attributes:** \_\_\_\_\_

**Ideas:**

Random Word©		
01 Soap	06 Rocket	11 Farm
02 Mouse	07 Tax	12 Computer
03 Cloud	08 Bed	13 Jazz
04 Hair	09 Wheel	14 Hat
05 Ice-Cream	10 Frog	15 Credit Card
16 Church	21 Coal	26 Toy
17 Shot	22 Camel	27 Snow
18 Hamburger	23 Diary	28 Parachute
19 Book	24 Lawyer	29 Door
20 Scales	25 Cigarette	30 Tap
31 Hurricane	36 Root	41 Eagle
32 Watch	37 Knife	42 Taxi
33 Balloon	38 Smoke	43 Soup
34 Party	39 President	44 Prison
35 Shoe	40 Button	45 Shark
46 Diamond	51 Kitchen	56 Saw
47 Gun	52 Nose	57 Hospital
48 Train	53 Elephant	58 Camera
49 Picture	54 Wine	59 Banana
50 Beer	55 Rose	00 Snail



de Bono materials © McQuaig Group



## Creative Ideation

**Focus:** New ideas to improve teamwork across departments

**Random Word:** 41-Eagle

**Attributes:** Sour, Fly, Wings

### Ideas:

1. Take a high level look at team thinking profiles using HBDI.
2. At each cross-functional meeting fly around the group looking at recent successes.
3. Create separate wings within each area to coordinate cross functional activities.

...more...



## Creative Ideation

**Focus:** Ways to improve my chance of promotion.

**Random Word:** 57-Hospital

**Attributes:** doctor, nurse, care

### Ideas:

1. Watch for problem areas in the business and proactively seek remedies to suggest.
2. Be aware of how others are feeling and lend a hand without being asked.
3. Periodically check the temperature of the business and suggest health improvements.

...more...





## Random Word Exercise

**Green Hat Focus:** Generate as many new ideas as possible to get noticed at work, in order to advance in my career.



**Random Word:** \_\_\_\_\_

**Attributes:** \_\_\_\_\_

**New Ideas:**



# Random Word Exercise

**Green Hat Focus:**

**Random Word:** \_\_\_\_\_

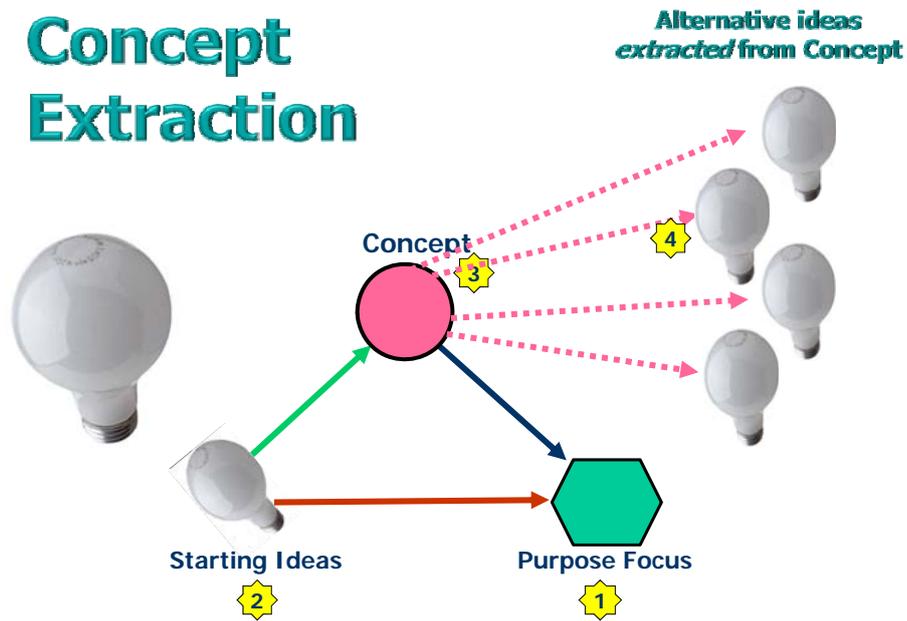
**Attributes:** \_\_\_\_\_



**New Ideas:**



# Concept Extraction



# Concept Extraction

## Focus: New kids' toys





## Concept Fanning Exercise

**Green Hat Focus: Ideas to make travelling to work better**

**Starting Idea: Head crutch with extendable pole (see prototype)**

**Underlying Concepts:**



**New Ideas from concepts:**



# Th!nking Activity

## Problem/Opportunity:

Where do you want to direct your thinking?

## Green Hat Focus:



## Putting on Your Th!nking Cap

### Focus Statement:

### Generate ideas to address the focus

- Brainstorm some starting ideas
- Use Random Association to develop some unusual ideas
- Go further – Conception Extraction



## Lateral Thinking

### Variations on the theme

- **Idea triggers**
- **Gallery method**
- **Excursions**
- **Scenario writing**
- **The idea box**
- **More...**



What other tools do you know?