

3.5.6 Idea development

Name:
The Ball.

Aim:
Forced idea generation - physical active.

Requirements:
A soft ball or something similar.

Time:
10 - 30 minutes.

Number of people:
More than 4.

- Steps:**
- 1 | Forming groups of e.g. 6 persons, standing in a circle.
 - 2 | The focus area is written on a black board/piece of paper, e.g. What to do on Friday afternoon?
 - 3 | The ball is thrown to a random person in the circle.
 - 4 | The one who catches the ball, has to come up with an idea and maybe a solution connected to the focus area. Keep it short!
 - 5 | A person outside the circle writes key words down from the suggestions/ideas.
 - 6 | Throw the ball to a new person and continue the idea development.

“Speed - new ideas - forced creativity - physical active - fun”

- All ideas are good ideas.
- Quantity above quality.
- No idea killers.
- Create a positive, free atmosphere.
- Play along.

3.5.6 Idea development

Name:

Word chain.

Aim:

To get new ideas with a twist.

Requirements:

Black/white board or flip over; pen and Post Its for each participant.

Time:

30 - 60 minutes.

Number of people:

6 to 50.

Steps:

- 1 | The instructor writes a random word on the blackboard. E.g. "Apple".
- 2 | The participant says a word based on associations from the previous word - continue until you have 15 - 20 words.
e.g. Apple - Tree - Dessert - Grandmother - Holiday - Sun - Beach - Sand - water - Rain - Umbrella -
- 3 | Write the problem you want to solve on the black board.
E.g. "How can we attract more volunteers to our organization?"
- 4 | Each participant is writing down ideas based on the combination of the problem and the word. One idea per post-it.
e.g. How can we attract more volunteers to our organization? VS. "Apple".
e.g. How can we attract more volunteers to our organization? VS. "Tree".
- 5 | When the participants have developed ideas based on all the words from the word chain, put all the post-its on the wall and organize the post-it in relevant groups.

- All ideas are good ideas.
- Quantity above quality.
- No idea killers.
- Create a positive, free atmosphere.
- Play along.