





-  **TRUE** Creativity and Innovation consists of
-  **SEEING** what everyone else has seen,
-  **THINKING** what no one else has thought, and
-  **DOING** what no one else has dared!"

Creative Session Agenda!

April 12, 2006

Step 1: Instructions and Immersion 30 minutes

- Review Goal and Barriers
- What makes a good creative session?
- What can't you live without? "Homework" review

Stimulation! (walk around, look at magazines, relive high school!) 20 minutes

Step 2: Drilling Down & Idea Generation 120 minutes

- A. **"Drilling Down"** – practice using new techniques to get to the most basic levels of barriers (see pg 2 for references)
 - Why, Why, Why²
 - Flapdoodling¹
 - Pass the Buck¹
 - Assumption Reversal

- B. *Idea Generation* – combine techniques below to engage in Object Stimulation (or collages, as the rest of us call it)
 - Innovation by Analogy
 - Don't Sell Me . . . Sell Me . . . ¹
 - Word Diamond²
 - Personification . . .How would I address the barrier if I were . . .?
 Use post-its, markers, tape, magazines, scissors, etc. . . .

Time Out: 15 minute break and discussion of Innovation Spread % and Name

Step 3: Idea Selection 60 minutes

- A. **Gallery Walk** (we've done this before)
Use your post-its to look at each barrier page and add notes, questions, and thoughts.

- B. **Scramble**
Rearrange, pull apart, and otherwise scramble the barrier pages. Put like industries together, have we identified any industry more than once?!?!

- C. **Decision Time!!!**
Everyone has a set amount of dots. Divvy up your dots putting the most dots on the ideas you like the most, fewest on ideas you are borderline about, and none on ideas you don't like. You have to get rid of all of your dots!

Once everyone is emptied of dots, we'll discuss and make a decision.

Where to get creative on your own:

1. *Jump Start Your Brain*,
Doug Hall (1995), Warner Books, Inc. ...(or see Carolyn or Jennifer!)
2. www.mycoted.com
“Mycoted is dedicated to improving Creativity and Innovation for solving problems worldwide, with that in mind, we provide a central repository for Creativity and Innovation on the Internet as a summary of tools, techniques, mind exercises, puzzles, book reviews etc, that is open to all - and can be written by all.”
GREAT RESOURCE!!!
3. Any number of articles by Elsbeth McFadzean of Henley-on-Thames, Oxon, UK. I have a couple if anyone is interested.