THE IDEATION TOOLBOX :
MASTERING 10 GUIDED CREATIVITY TECHNIQUES FOR EVERYDAY INNOVATION

DESCRIPTION

Brainstorming is dead, long live the brainstorming! Although it is probably the most used ideas generation tool in organizations, recent studies show that this creative problem-solving technique invented by the publicist Alex Osborn in 1953 is often barely effective, if not counterproductive, because it is often badly executed. To be fully efficient, brainstorming requires to respect certain rules. But who is aware of them? Moreover, brainstorming is far from being the only creative tool available to solve problems in professional contexts. Whatever your problem is (artistic, technical, logistical, organizational, interpersonal...), whether you are trying to solve it by yourself or collectively, other techniques do exist to help you find relevant and original solutions to it. That is what we offer you to discover in this program that will initiate you into 10 guided creativity methods that will constitute a useful toolbox for you to use at work, whatever your position or industry.

LEARNING GOALS

- To understand the importance of problem-definition and to learn how to properly define one's problem in order to generate creative solutions
- To master and respect the brainstorming rules in order to organize efficient brainstorming sessions
- To know how to put into practice alternative collective creative problem-solving tools to brainstorming like brainwriting
- To know how to put into practice individual creative problem-solving tools like mind mapping, association, analogical thinking and SCAMPER
- To master Flammable's proprietary individual and collective tool D.I.S.R.U.P.T.T.®
- To know how to condition oneself to deliberately think « Out of the Box » in order to innovate radically using provocation or Walt Disney's method

DETAILED PROGRAM

All participants will be asked before the start of the program to think about a concrete problem they would like to solve creatively : « I need to extend my client portfolio. », « I need to simplify a process. », « I need to create a brand new concept. », « I want to develop a new product. », « I want to solve a conflict. ». They will learn about each of the 10 guided creativity tools and use them right away during a workshop where, guided by their trainer, they will try to solve individually and/or collectively their own or others' problem.

At the end of the program, participants will have put into practice all 10 guided creativity techniques on the context of the problem they are trying to solve creatively. They probably found numerous relevant solutions to it but, more than that, with they will leave the program mastering a toolbox actionable whatever the context, professional or not.

D1 – MORNING : TO LISTEN & OBSERVE (3H30)

- MASTERING PROBLEM-DEFINITION
- TOOL 1/ THEORY + WORKSHOP : BRAINSTORMING (+ PURGE)
- TOOL 2 : THEORY + WORKSHOP : BRAINWRITING
- TOOL 3 : THEORY + WORKSHOP : MIND MAPPING (+ CLUSTERING)

D1 – AFTERNOON : TO DECONSTRUCT & LINK (3H30)

- TOOL 4 : THEORY + WORKSHOP : ASSOCIATION (+COMBINATION)
- TOOL 5/ THEORY + WORKSHOP : ANALOGICAL THINKING
- TOOL 6/ THEORY + WORKSHOP : SCAMPER

D2 – MORNING : TO DARE (3H30)

- TOOL 7 : THEORY + WORKSHOP : PARADOXICAL THINKING (+ PROVOCATION)
- TOOL 8 : THEORY + WORKSHOP : THE IDEAL FUTURE (+ THE WAKING DREAM)
- TOOL 9 : THEORY + WORKSHOP : WALT DISNEY'S METHOD

D2 – AFTERNOON : TO PLAY (3H30)

- TOOL 10 : THEORY + WORKSHOP : FLAMMABLE'S PROPRIETARY TOOL D.I.S.R.U.P.T.T.®