#### SUSTAINABILITY LEADERSHIP PROGRAMME

# Communication Techniques as an Effective Solution





1+ Hour

Through this activity, focus with your team on some of the most pressing challenges you face at the corporate- and consumerlevel when it comes to communication. After brainstorming on these challenges, you are encouraged to focus on a number of them to work through the other two exercises proposed.

The Crazy Eights aims to help you quickly ideate 8 different solutions for the chosen challenge. Afterwards, everyone should present their ideas to the rest of the team, allowing to vote on the best solutions, which can later be implemented within the DMO.

The Alternative Words exercise aims to help you take the perspective of different organisations to generate fresh ideas on how the challenges could be tackled.

### Techniques To Get Creativity Flowing

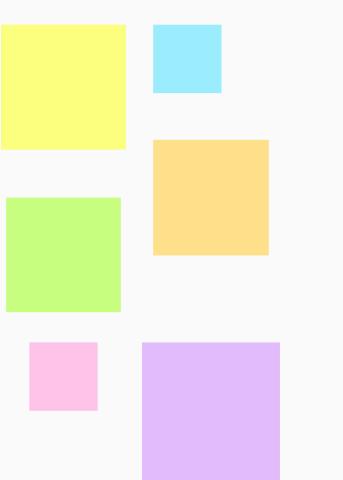
- Quantity over quality. As we have previously seen during the programme, when ideating, you should always prioritise quantity over quality, as this will allow finding more and better ideas, also through exercises of absurd ideation.
- Step away from your environment. Changing your surroundings can help trigger different senses, all of which can help us find inspiration for new ideas through observation in the new environment.
- Sketch ideas. Gathering your team and asking each of the members to sketch an idea they might have can help spark discussions around them that might not arise through written proposals. This helps build stronger ideas.
- Storyboarding. Using storyboarding will allow you to see the full life cycle of your idea. Furthermore, it will allow you to get an overview of all the idea's processes without the need to dig too deep into them before evaluating their viability.
- S.C.A.M.P.E.R. By using this technique, you will challenge your predefined assumptions about your ideas and brainstorm on possible changes and improvements without

# 1 - Mapping Out Your Challenges



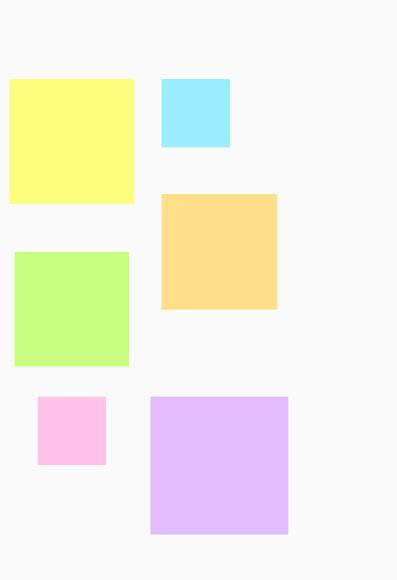
Focus on mapping out the different communication challenges that you face at different levels.

## Corporate Challenges



Does everyone within the organisation understand what our goals are? Is reporting transparent? What reporting areas need to be improved?

# Consumer Challenges



What has been the impact of previous campaigns? Did something not work as expected? Are you using the right platforms to reach the desired audiences?

# 2 - Crazy Eights Sketch eight ideas in eight minutes and share. Your Name Use the dots to indicate the top 2 strongest ideas: Use the dots to indicate the top 2 strongest ideas:

