Team Ideation

FINDING A GOOD PROBLEM

source: https://www.collibrifoundation.org/en/story/young-people-brainstorm-diversity-and-discrimination

A founder usually starts with an idea and builds a team around it. In the Academy, this is reversed. While a Builder may have an idea for a new product or service, the team needs to own it, not just the Builder.

Unless your Builder hired team members to work on a specific idea (to which they agreed), it is important that your team starts to work together to experience the joy of creating value and resolving problems as a group.

What You'll Be Doing

Create a list of potential ideas to develop into products or services

Presentation: The Next Big Thing

View the Facilitator's presentation on "The Next Big Thing"

Your team's first task is to meet and share ideas each member generated as part of the homework assignment. Your team may already have a good idea to develop. For others it may take longer.

Ideation involves being playful. As a team, agree that you team is a *safe space* for ideas. Don't shoot down ideas prematurely. Being judgmental too early in the process stiffles ideas. Your task is to get as many ideas out into the open as possible even if some seem far-fetched. Far-fetched ideas often change the world (e.g., harnessing electricity to replace candles).

If your team needs help coming up with an idea, use the ideation activities below. There's a good chance that whatever idea you all agree on will change as you work on it. This is normal and should be expected.

Team Meeting

The Builder calls the meeting to order. Every member shares their 10 ideas for new products or services from the homework assignment. Write all the ideas on sticky notes or a white board. Once all ideas have been posted, vote for your favorites. This will result in a ranking from the idea with the most support to the least.

Are any of the United Nations sustainability goals represented in the ideas? Did team members invent new ideas in the same category? If so, that may signify an idea or category for further development.

While it's not expected, your team may have an idea everyone likes and wants to start developing into a product or service. In that case, inform a Facilitator.

If your team needs to think of more ideas, try one or more ideation activities.

IDEATION ACTIVITIES

Mystery Boxes

30 minutes. Come up with a new product or service inspired by the contents of a mystery box. See Mystery Boxes

Market Opportunity Gallery

30 - 50 minutes. Think of new products or services in response to pictures of pain points or other opportunities. See Market Gallery

Founder To Fortune

30 minutes per game. Invent new products or services by combining random words. See Founder to Fortune

Bug Jar

No time limit. Fill a jar with as many new product or service ideas you can think of. The more the better. See Bug Jar

IMPASSE

Your team could get 'stuck' on this deliverable. Finding an idea that you all agree upon may take another session. If so, continue to work on finding an idea.

It's OK to move forward with an idea even if it seems there could be a better idea out there. There is a good chance your team's idea will change as you develop it. If you all think a new idea has potential and it survives the Idea Testing Questions (see Ideas on Trial) that is probably a good sign you are ready to move forward.

ASSIGNMENT FOR NEXT SESSION

If your team hasn't settled on an idea, do one or both of these activities:

1. Observe and/or interview potential end users to see what kind of reaction you get to a question like "What would make your life easier?" "What's something that could work better than it does?"
2. Create an Idea Matrix. Start by making a list of 25-30 company names, objects and actions. Further directions may be found in Idea Matrix

If your team has selected an idea for further development, write a 1-3 sentence description of the idea, a possible name for it, what it does or is used for and by whom. Bring this to the next session.