

Generating Ideas

What it is

It consists of a Divergence and a Convergence of ideas, that is, generating a large volume of ideas, deferring judgement and subsequently converging to select the best options.

Often when generating ideas, our brain will produce the idea while at the same time judging it, which results in our producing a lot fewer or less daring ideas. Our mind can have a tendency to block itself and prevent a smooth flow. To avoid this we defer judgement.

After generating as much ideas as we can, we start the divergence phase where you discard and select best ideas for your project based on some criteria you find relevant.

Why use it

It's useful to generate ideas at any given moment and regarding every aspect.

In general, it is done:

- After having reformulated the challenge
- Following an evaluation to seek improvements
- To improve aspects of a Journey

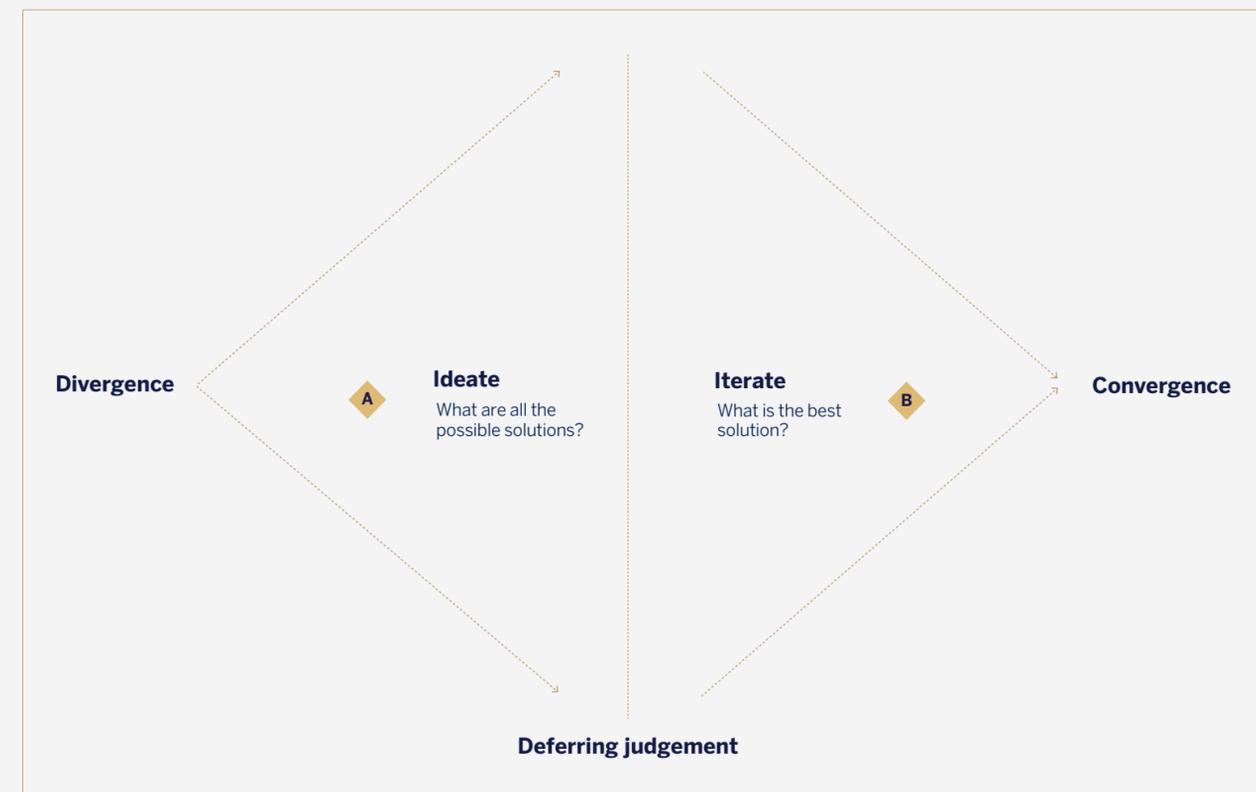
How to use it

1. Have a slot time with your team for this. It is much more powerful to generate ideas among various people, that way you can build upon other people's ideas and everyone can contribute their knowledge and experience.

2. Start a Divergence on a flipchart, writing down each person's ideas in a list in complete sentences, during an allotted time. **A**

An alternative is doing a Divergence in a more visual form with sticky notes. Each person writes and/or draws their idea on a sticky note, reads it out loud and sticks it on the wall one at a time without interrupting. That way everyone can hear the ideas and they can be built upon among various minds.

3. When you finish the Divergence with lots of ideas switch to Convergence in order to evaluate and select the best ones for your project. Use Telescoping for this phase. **B**



Tips & Tricks

TEAM

Minimum of 2 people, maximum 10.

TIME

It can take between 5 and 40 minutes, depending on what you are doing. Take a 3-minute break every 20 minutes if it takes longer than that.

MATERIALS

Paper, flipchart, markers, sticky notes, masking tape.

FOR BEST RESULTS

Follow the golden rules.

Invite people who have knowledge and experience that would be useful for the ideas you are looking for.

Invite people whose profiles match the Experience – Business – Technology Triangle.

WHAT IT HELPS YOU ACHIEVE

- New and varied ideas
- A great number of options

FOR AGILE

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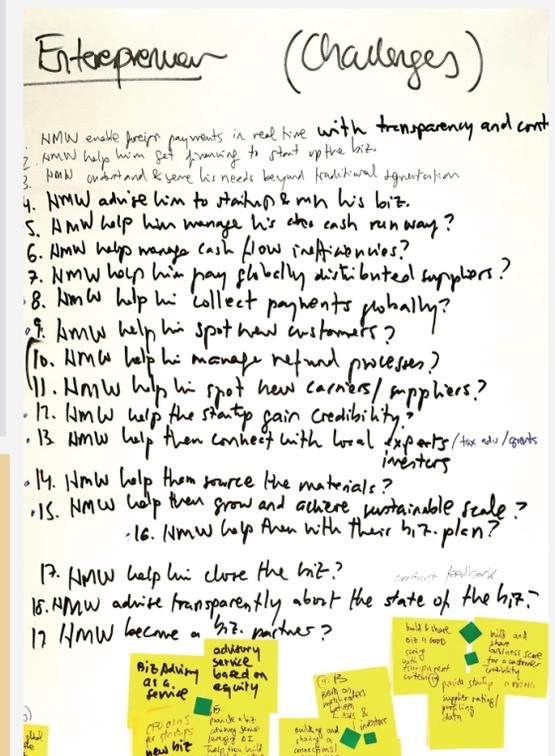
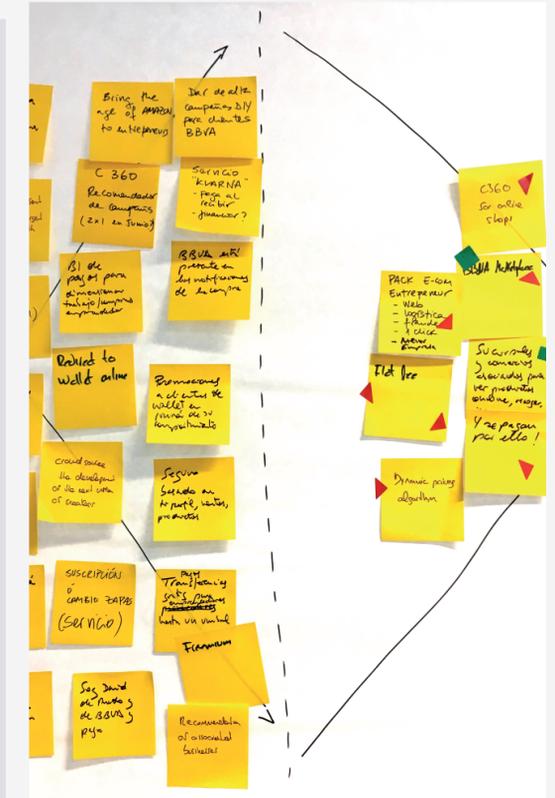
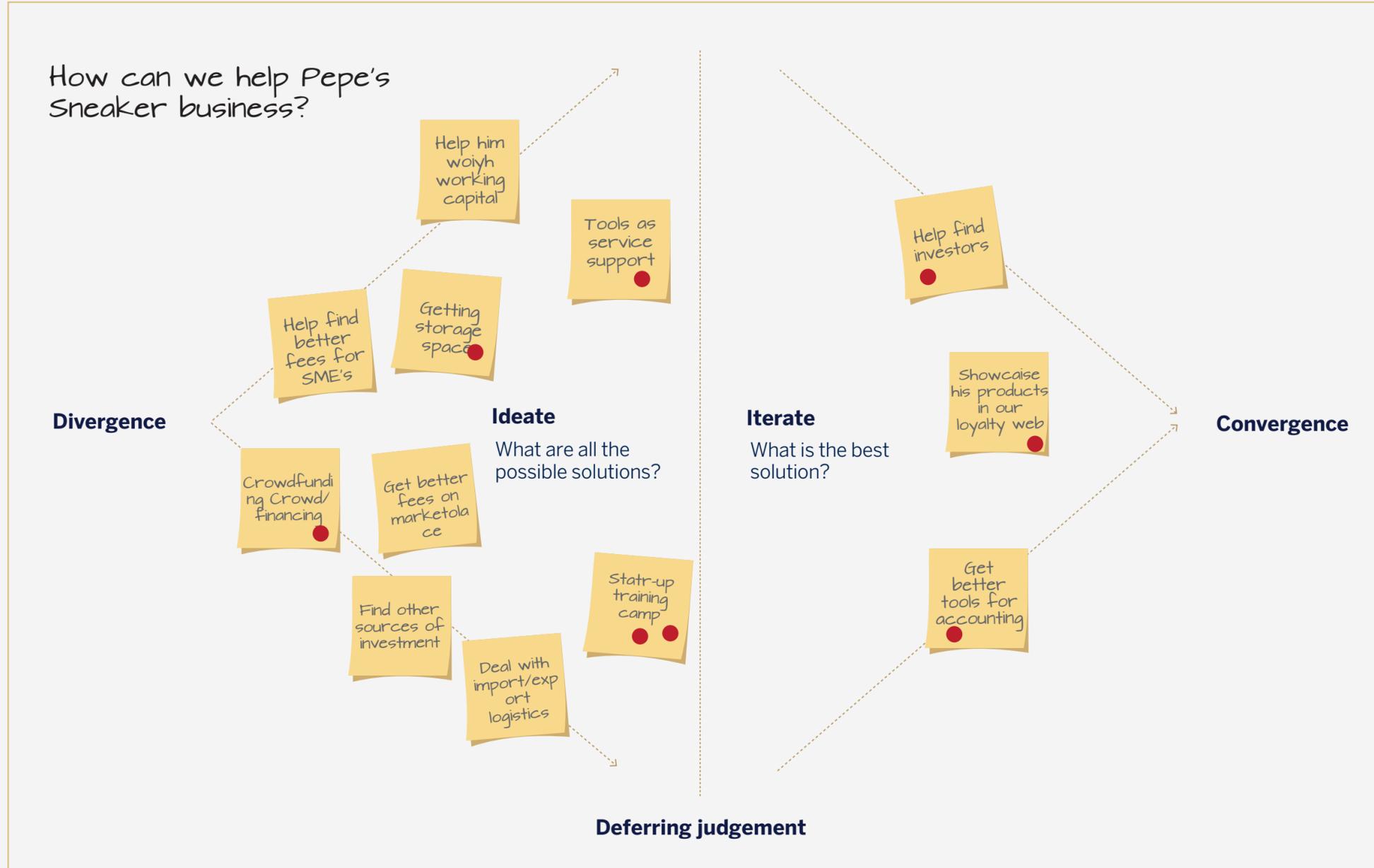
TOOLS AND ACTIVITIES BEFORE YOU START

- Reformulating challenges
- Having appropriate content thanks to either the Comprehension phase or because the invited people know about the topic.

TOOLS AND ACTIVITIES FOR AFTERWARDS

- Concept map
- Journey
- Prototypes

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Telescoping

Here is some instructions for doing telescoping during your Convergence in order to select the best ideas for your project

- Each team member is given 1 to 3 votes, in function of the quantity of ideas and the time available to spend on them.
- Everyone silently votes for the ideas that interest them most. This can be done by keeping a tally next to each option, using stickers or a marker. Each person writes their initials next to their vote, so they don't forget what they voted for.
- Once everyone has voted, the facilitator begins reading the first idea with at least one vote. After reading the idea, it should be said who voted for it.
- The facilitator gives the floor to each and every person who voted for that idea. Participants are invited to share concisely and in their own words why they voted for it. Details matter. The idea here is for everyone to have the opportunity to express what is in their mind.
- The process is repeated until all the ideas that received votes have been commented on and everyone has spoken their mind.

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