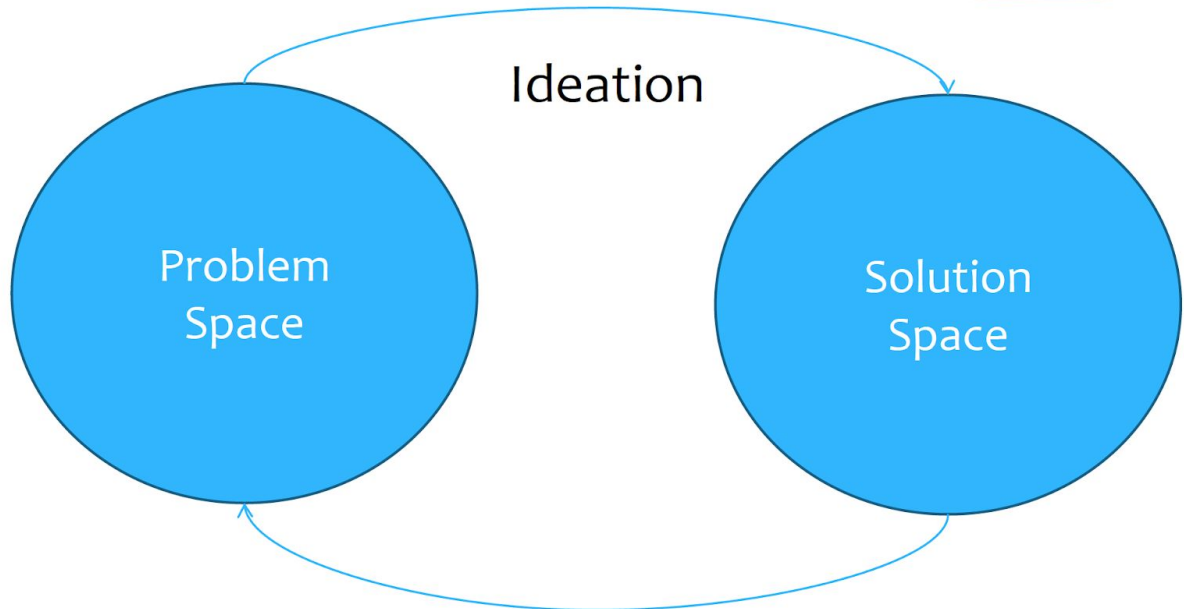


Ideating

- Ideating is the process of going through the problem space and solution space multiple times.



- The goal of ideation is to explore a wide solution space
- Large quantity of ideas
- Diversity of ideas is key
- Divergent process – going wide
- Flaring rather than focus
- Step beyond obvious solutions
- Uncover unexpected areas of exploration
- Harness collective creativity and experience of your team

Barriers to Creative thinking

- Following unspoken assumptions
- Fear of judgement
- Early judgment
- Over-reliance on logic
- Poor definition of problem
- Stress
- NOT HAVING “CREATIVE CONFIDENCE”

Creative Confidence - https://www.ted.com/talks/ken_robinson_says_schools_kill_creativity

- We are all intrinsically creative beings
- Many factors contribute to reducing

- our creative confidence
- Peers
- Education system
- Workplace pressures
- Ourselves
- This creative confidence can be
- regained

As we get older we get less and less creative, because logic is bashed into us.

Story: There was a child and she was drawing, the teacher said, "But we don't even know what god looks like" the child said you will in minute. It's small things like this that stops us from even trying. And it happens in the education sector. Everyone is told to do maths and sciences at school but arts, drama and so on are frowned upon. Not everyone has to do arts but everyone needs to do maths.

Brainstorming with post it notes individually and coming back together to collaborate is a great way to feel like you won't be judged.

Sometimes it's a good idea to rephrase the problem statement that we have been given.

- "How might we" questioning
- "What if" questioning
- Imposing Boundaries around the problem

Creativity tools

https://www.mindtools.com/pages/main/newMN_CT.htm

<https://www.ideo.com/post/method-cards>

http://creatingminds.org/tools/triz/principles/40_principles.htm

TRIZ is "a problem-solving, analysis and forecasting tool derived from the study of patterns of invention in the global patent literature"