Clarification Session 31 May 2023

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| Name | Sheridan Email | Pronouns | In Attendance? |
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* Use the Share button in the top-right corner to provide all teammates and the professor ([brandon.mcfarlane@sheridancollege.ca](mailto:brandon.mcfarlane@sheridancollege.ca)) with access to the Word file via Sheridan email addresses.

# What If Analogy Generator

## Introduction

Analogic thinking involves drawing parallels or connections between seemingly unrelated concepts or domains, which can stimulate new ways of thinking about a problem. By using the phrase "It is as if," you can generate analogies to reframe challenges and uncover fresh perspectives. This tool helps individuals and teams reframe challenges by drawing analogies from different contexts or domains. The As-If Analogy Generator can be particularly useful for breaking away from conventional thinking patterns and leading to the generation of innovative ideas and solutions.

## Instructions

* Apply the **What If Analogy Generator** to imagine diverse analogies for a creative entrepreneurship hub with a concierge service.
* Apply the **Principles for Divergent Thinking** when generating ideas.
* Record all analogies in the provided table. Be sure to include a couple of sentences of supporting elaboration for each analogy.
* Add more rows as necessary (re: Principles for Divergent Thinking)

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| **Analogy** | **Elaboration** |
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# Webbing

## Introduction

The purpose of this tool is to fully examine a diverse range of challenges associated with the vision or desired outcome. It uncovers motivations by asking “Why?” someone might want to resolve the challenge. It uncovers barriers by asking “What’s Stopping You?” to identify intersections between a variety of challenges. We’ll be using the tool to consider why a creative entrepreneur might be motivated to establish their business in the City of Brampton and what barriers they may need to overcome.

## Instructions

* Generate as many answers as possible to the question: “Why might creative entrepreneurs be motivated to locate their business in Brampton?”
* Generate as many answers as possible to the question: “What might be stopping creative entrepreneurs from establishing a business in Brampton?”
* Apply the Principles of Divergent Thinking when ideating Whys? and What’s?
* Record all Whys? and What’s? In the provided table.
* Add more bullets to the table as necessary (re: Principles of Divergent Thinking)

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| --- | --- |
| “Why might creative entrepreneurs be motivated to locate their business in Brampton?” | “What might be stopping creative entrepreneurs from establishing a business in Brampton?” |
|  |  |

# Brainstorming

Brainstorming is a reliable divergent thinking tool which excels at achieving fluency, the generation of as many ideas as possible.

## Instructions

* Generate as many ideas as possible to the question: “What services and supports might a creative entrepreneurship concierge in Brampton provide?”
* Apply the Principles of Divergent Thinking when generating options.
* Record all ideas into the provided table.
* Add more bullets to the table as necessary

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# Hits

Hits is a tool for quickly converging by identifying novel and promising options.

## Instructions

* Review and apply the Principles for Convergent Thinking
* Using the highlight feature, highlight any idea from the brainstorming session that was particularly novel and promising.

Transformation Session 1 June 2023

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# Janusian Opposites Explorer

This technique is inspired by the Roman god Janus, who is often depicted with two faces looking in opposite directions. Janusian Thinking involves considering seemingly contradictory goals or perspectives, and finding innovative solutions that can reconcile or integrate them. The tool encourages creative problem-solving by challenging assumptions and the exploration of unconventional ideas.

## Opposite 1: Hip Brampton

A key paradox this project seeks to overcome regards the distance between the City of Brampton’s vision to become a vital hub for the creative industries and the city’s historical reputation as a suburban, bedroom community. Metropoles such as Toronto and Montreal can attract creative talent through their vibrant cultural amenities and opportunities, which the City of Brampton currently lacks.

**How might the creative entrepreneurship concierge radically transform the City of Brampton into a hip destination for young creatives?**

* Generate as many ideas as possible in response to the question
* Apply the Principles for Divergent Thinking
* Record ideas into the provided table
* Add more bullets as required (re: Principles for Divergent Thinking)

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## Opposite 2: Brampton Proud

World class talent has emerged from the City of Brampton including Exco Levi, Alessia Cara, Rupi Kaur, Ian Williams, and WondaGurl but the city is not well known as a hub for creative and artistic talent. Many youths leave Brampton to pursue their creative careers despite being immensely proud of their hometown.

**How might the creative entrepreneurship concierge foster a sense of civic pride and confidence that encourages youth to stay in the City of Brampton?**

* Generate as many ideas as possible in response to the question
* Apply the Principles for Divergent Thinking
* Record ideas into the provided table
* Add more bullets as required (re: Principles for Divergent Thinking)

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## Opposite 3: Brampton Home

The City of Brampton hosts an exceptionally large population of international students who are studying at colleges across Ontario. For international students, Brampton is a place of residence while they are studying abroad and, for many, seeking permanent residency; home is in another country.

**How might the creative entrepreneurship concierge help international students settle in the City of Brampton and launch creative businesses?**

* Generate as many ideas as possible in response to the question
* Apply the Principles for Divergent Thinking
* Record ideas into the provided table
* Add more bullets as required (re: Principles for Divergent Thinking)

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# Hits

Hits is a tool for quickly converging by identifying novel and promising options.

## Instructions

* Review and apply the Principles for Convergent Thinking
* Using the highlight feature, highlight any idea from the application of Janusian Opposites Explorer that is particularly novel and promising
* Integrate all the hits from the application of brainstorming and Janusian Opposites Explorer into the provided table

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| **Brainstorming** | **Janusian Opposites Explorer** |
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# Probability Spectrum Explorer

This technique involves imagining possible futures with different degrees of probability, ranging from highly likely to seemingly impossible. The categories we'll explore are "likely," "probable," "plausible," "unlikely," and "seemingly impossible." Finally, we will consider wildcard and black swan possibilities. A "wildcard possibility" refers to something that is highly unlikely but would have a large impact on future possibilities, whereas a "black swan possibility" refers to something that seems impossible now but could have a profound impact on future possibilities if it occurs.

## Instructions

* Organize ideas from the previous Hits table into the Probability Spectrum chart
* Apply the Principles for Divergent Thinking to generate many more options for each degree of probability
* Add more bullets as necessary (re: Principles of Divergent Thinking

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| **Probability** | **Ideas** |
| Likely |  |
| Probable |  |
| Plausible |  |
| Unlikely |  |
| Seemingly Impossible |  |
| Wildcard Possibility |  |
| Black Swan Possibility |  |

# Long List

Apply the Principles of Convergent Thinking to create a long list of the top 10 most novel and promising options. To do so, analyze all the hits and new ideas recorded in the Probability Spectrum Explorer. Note, the team does not need to rank the ideas but simply identify the 10 most novel and promising.



# Reflective Debrief

Note, if the team is tight for time, generating point-form insights today and further develop them tomorrow prior to the 5:00 PM deadline.

**How did the team’s application of the Principles of Divergent Thinking impact the creative process?**

**How did the team’s application of the Principles of Convergent Thinking impact the creative process?**

**What went and how might the team reproduce that goodness in the future?**

**What might be done differently to improve impact in the future?**