

# **Techniques to spark ideas:**

## **1. Challenge Assumptions**

1. Make a list of assumptions
2. Reverse the assumptions.

E.g. House cleaning companies charge money to clean.

Reverse: House cleaning companies do not charge money to clean.

## **2. Collage**

1. Move from words to visual that are related to the topic.
2. Present your collage to a larger group.
3. Participants to note down ideas they get during the presentation of the collage.
4. Share the ideas with the team.

## **3. Use all senses**

1. Besides vision use sound, touch smell and taste to **spark** new thoughts.
2. E.g. Designing a logo for a detergent company. Listening to water, touching soapy water or smelling newly washed clothes could inspire new ideas.

## **4. Scenario framing**

Break your scenario up into smaller actionable pieces and ideate on solutions.

## **5. Mind mapping**

1. Graphic technique used to spatially map words, numbers, images etc associated with our scenario in a single space.

## **6. Written Ideation**

1. Write down your ideas. It is more effective than just discussion. It allows everyone to contribute and avoids common group dynamics as group think, unbalanced contribution. Keep the ideas anonymous when sharing them.

## **7. Analogies**

1. A comparison between one thing and another, typically for the purpose of explanation or clarification.