Week Eleven Creativity Tool

★★★★★

160 Minutes w/ Friedman

Product Description

Week 11 Tool - New Tool Added and Thoughts Before Use

● Sometimes in a job, you will have to do things you disagree with

● It is also okay to walk away from an idea that doesn't align with your desires, even though it may be a good one and may present positive outcomes

● A possible order for the discovery of a new product (Client Perspective). Client empathy conversations → figure out problem statement → C4 the problem statement for ideation → scamper/fractionization/idea box after an idea is generated → implementation

● Make sure the empathy conversion with the client gets the root reason of what the client is trying to achieve with their new product/service

Tool Description

This week 11 tool helps me understand the importance of trusting my gut and making decisions based on what I think is right and will make me the happiest. This tool also helps me understand a good flow for coming up with a new product. First, through empathy conversions to identify the problem that needs to be addressed, and then ideating to solve it.

Customer Reviews

★★★★★
Using Week 11 Tool – Thought
Verified Student

■Thought it was crazy that Dr. Friedman turned down the HGTV offer, but there's more to life than just monetary gain.■

★★★★★
Client Consulting Scenario
Verified Student

In class, I learned a lot about the process of helping a client execute a business idea. The activity we did made everything I learned throughout the year come full circle. I can now see how it all connects. Starting with empathy conversions to figure out the problem, then ideating for a solution to that problem, and then using tools to help improve that idea, and then execution. I feel a lot more comfortable using these tools together.

Customers say

This new tool allowed me to combine everything we have learned this semester into one coherent process. I now understand where the ideation tools fall into the process of solving a problem, empathy interviews, and also the improvement tools like Scamper and fractionation. I can now see an exact flow of how you make progress through solving a problem.