

ReThink

WHY THIS TOOL?

Use ReThink when you want to look at old things in new ways. This tool demonstrates that there are always fresh ways of using existing products or services, and that untapped potential can exist in things we have already developed for our business.

HOW IT WORKS

SETUP. Designate Teams: If performing this exercise as a group, split all attendees into teams and assign a leader per team to capture thoughts.

Hand out worksheets and ReThink items: Each team should have a separate item to look at from a whole new perspective.

Define the Challenge: Tell each team they have just received an invention recently developed by the R&D department. This invention is being handled as the next big breakthrough, and it's their job to name it, articulate its description and benefits, and decide who to market it to.

STEP 1. Each team has 15 minutes to decide how to describe and sell this new invention, as if they've never seen or used it before.

STEP 2. After 15 minutes, teams present their inventions to the "Board" for "funding" (e.g., present them to the group for voting).

STEP 3. The group then votes, based on the thoughtfulness of the presentations, which "invention" will get the funding to go to market first.

STEP 4. Use some of these questions to facilitate the discussion:



GUIDING QUESTIONS

- Was it hard to "ReThink" something you were familiar with? Why? Why not?
- Which section of the worksheet was hardest for you? Why?
- How did your team agree on the top idea to present? Why did the team choose that idea over all the ideas you brainstormed?

FACILITATION GUIDE



SUGGESTED AUDIENCE

- Relevant for all levels of staff



SET-UP

- Designate teams of three to four people.
- Select and have on hand for the session a set of everyday office objects that people will "ReThink." (For example: paper clip, stapler, scissors, whiteboard)
- Customize each worksheet to have the name or, ideally, a picture of the object they will "ReThink."



RECOMMENDED TIMING

Set-up	Introduction:	5 mins.
Step 1.	Team Brainstorm:	15 mins.
Step 2.	Presentation to "The Board":	3 mins.
Step 3.	Vote:	5 mins.
Step 4.	Group Discussion:	20 mins.

45–50 mins.




SUGGESTED MATERIALS

- Worksheets**
Enough for each participant + a few extra
- Whiteboard or flip charts**
Write down all group ideas; no idea is a bad idea
- Colored markers, pens, and pencils**
Separating by color helps organize thoughts

WORKSHEET

Some of the biggest innovations come from thinking differently about things we’re already familiar with. In this exercise, we take common objects and approach them as if looking at them for the first time. If an inventor approached you with this “invention,” how would you describe it? What would it do? Who would use it? Taking a fresh look at the familiar can teach us that there may be untapped alternatives for growth within our existing products and services.

Your “Invention”



NAME OF INVENTION: _____

WHAT IS IT?

WHAT DOES IT DO?

WHO USES IT?

WHY IS IT DIFFERENT FROM ANYTHING ELSE ON THE MARKET?

HOW WILL YOU SELL IT?

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