

## Outline

### Introduction

- Solve a problem for me: Your company is having a private concert in the parking lot after work today, but no one knows yet. Write down how you would get the most people to come. Solve that problem:
- How many of you wrote down one solution? Why?
  - Because a solution is singular. But is it the best solution? The only way to know is to generate a lot of solutions and compare.
- This is the heart of ideation: an innate desire to generate more solutions.
- That's what creativity is: problem-solving with relevance and novelty.
- But how do you know an idea is "good"?
  - Quality is comparative.
- And in order to compare ideas, you need volume.
  - Solving a problem is easy. Solving it again is hard.
- What drives us to generate more ideas? Like anything, fuel.
- If you want to drive a car faster, you have to have the right fuel.
  - Not all fuel is the same. There is a formula that translates fuel into speed:
    - a. Octane
    - b. Burning speed
    - c. Energy value
    - d. Cooling effect
- If you want to ideate faster, you have to have the right fuel, too.
- The formula for creative fuel:
  - Problem
  - Boundaries
  - Consequences
  - Stubbornness

## Problem

- Draw a doghouse: not much purpose, nothing significant to solve.
  - Exercise: Decked-Out Doghouse
  - Each group: Explain your doghouse.
- There must be a problem to solve—the more defined, the better.
  - A painting is not a problem.
- Problem design is as important as problem-solving.
  - Problem contraction or expansion can fuel ideas.
  - “The Ladder”
    - a. Exercise: Problem Bracketing (park bench/family park bench/family park bench with entertainment)
- Change the purpose to turbocharge novelty.

## Boundaries

- A problem is a problem because it has obstacles to overcome.
- Exercise: Draw an animal, any animal.
  - Now draw a squiggle for your partner and turn it into an animal.
  - Now you have four straight lines and a circle, assemble to make an animal.
- Same problem, different rules.
  - Exercise: Poster for Office Toy Drive
    - a. Remove any communication (not just the poster) to get people to participate in the office toy drive.
    - b. Add the poster to hang on the wall, but you can’t use paper.
- Changing the rules can fuel ideas.

## Consequences

- What keeps us from risking more in our work? Fear of consequences.
- Play = Competitive problem-solving without consequence
- Strategic play
  - Play with purpose: mirrors the same kind of problem-solving.
  - Imagine you were about to start a new project with a limited budget and time.
  - Exercise: Catapult
- Now do you want to find ways to extend marketing dollars with inexpensive or free tools?
  - You just practiced it.

## Stubbornness

- Ideation is an exercise in failure because only one idea can win.
  - Exercise: Alphabet Story
- That exercise was designed for you to fail. A lot.
  - At some point, you accepted it and kept going.
  - Allow it to be messy.
- Old definition of failure: the absence of complete success.
- New definition of failure: starting without knowing the end.
- Be stubborn. Fail without losing enthusiasm. Plan for it, invite it, celebrate it.
  - That's how failure loses its power.

## Close

- Solve a problem for me: Your company is having a private concert in the parking lot after work today, but no one knows yet. Write down how you would get the most people to come. Solve that problem for me.
  - How many solutions did you write down?
    - a. Now you have fuel to burn.