

🌟 Ideation Workshop Script: Creating an Inclusive Digital Sport

🎯 Main Objective

To collaboratively generate innovative ideas for a digital sport that can be played by everyone, including athletes, non-athletes, and individuals with disabilities, in time for the next Olympic edition.

Ice Breaker (15 minutes)

Activity: "Two Truths and a Lie"

Instructions: Each participant shares two true statements and one false statement about themselves. The group then guesses which statement is the lie. This activity promotes team bonding and encourages creativity.

Main Steps of the Ideation Process

Step 1: Define the Problem Statement (10 minutes)

- Instructions: A will present the problem statement: "How might we create a digital sport anyone could play between now and the next Olympics edition?" Participants will discuss their understanding of the statement and clarify any doubts.

Step 2: Individual Idea Generation (20 minutes)

- Instructions: Each participant will take 10 minutes to brainstorm ideas individually, writing down as many ideas as possible on sticky notes or a digital platform. After individual brainstorming, participants will share their ideas in a round-robin format until all ideas are shared.

Step 3: Group Discussion and Refinement (30 minutes)

- Instructions: Organize ideas into categories based on themes or similarities. Discuss each idea as a group, refining them and combining similar concepts to enhance creativity. Encourage questions and suggestions for improvement.

Step 4: Idea Selection (20 minutes)

- Instructions: Each participant votes for their top three favorite ideas using dot stickers or a digital polling tool. The ideas with the most votes will be shortlisted for further consideration.

Step 5: Develop the Top Ideas (30 minutes)

- Instructions: Break into smaller groups to further develop the top ideas. Each group should outline:
 - 🎯 Target audience
 - 💡 Key features
 - ⚠️ Potential challenges
 - 🛠️ Implementation strategy

Step 6: Final Presentations (20 minutes)

- Instructions: Each group presents their developed idea to the larger group. Encourage feedback and discussion after each presentation.

Step 7: Final Voting (15 minutes)

- Instructions: Conduct a final vote to select one main idea that will be taken forward. Each participant has one vote.

🕒 Time Schedule Overview

Activity Duration

- Ice Breaker - 15 mins
- Define the Problem Statement - 10 mins
- Individual Idea Generation - 20 mins
- Group Discussion and Refinement - 30 mins
- Idea Selection - 20 mins
- Develop the Top Ideas - 30 mins
- Final Presentations - 20 mins
- Final Voting - 15 mins

📦 Voting Process to Select the Main Idea

1. Initial Voting: After discussing all ideas, participants place dot stickers next to their favorite ideas.
2. Shortlisting: The top three ideas with the most dots are selected for further development.
3. Final Voting: Participants vote again on these shortlisted ideas to choose one main idea.