

Ideation Workshop Script

Helping Sports Fans Organize Local Olympic Games

Main Objective

To collaboratively generate innovative ideas for helping sports fans organize local Olympic Games in between two international editions.

Ice Breaker (15 minutes)

Activity: "Olympic Team Mascots"

Instructions:

- Each participant selects an Olympic team mascot (real or fictional) that they resonate with and shares why they chose it with the group. This fun activity encourages creativity and helps participants feel more comfortable.

Main Steps of the Ideation Process

Step 1: Define the Problem Statement (10 minutes)

Instructions:

- C will present the problem statement: "How might we help sports fans organize local Olympic Games in between two international editions?"
- Participants will discuss their understanding of the statement and clarify any doubts.

Step 2: Round Robin Idea Generation (30 minutes)

Instructions:

- Arrange participants in a circle.
- Each participant will write down one idea related to the problem statement on a piece of paper and pass it to the person on their right.
- After 3 minutes, each person will read the idea they received and build upon it by adding their thoughts or another idea, then pass it again.
- Continue this process for a total of four rounds. At the end of the session, participants will have contributed to multiple ideas.

Step 3: Idea Sharing and Discussion (20 minutes)

Instructions:

- Participants will take turns sharing one idea from their papers with the larger group.
- As ideas are shared, a designated note-taker will capture them on a whiteboard or digital platform.
- Encourage questions and discussions to refine and expand upon these ideas.

Step 4: Affinity Diagramming (20 minutes)

Instructions:

- After all ideas have been shared, participants will group similar ideas into categories without discussing them.
- Once grouped, discuss each category as a group to identify themes and prioritize which ideas to explore further.

Step 5: Develop Top Ideas into Action Plans (30 minutes)

Instructions:

- Based on the affinity diagramming results, select the top three ideas for further development.
- Break into small groups, assigning one idea per group. Each group should outline:
 - Target Audience
 - Key Features
 - Potential Challenges
 - Implementation Strategy

Step 6: Final Presentations (20 minutes)

Instructions:

- Each group presents their action plan 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.
- The idea with the most votes will be designated as the primary focus for further exploration.

Time Schedule Overview

ActivityDuration:

- Ice Breaker - 15 mins
- Define the Problem Statement - 10 mins
- Round Robin Idea Generation - 30 mins
- Idea Sharing and Discussion - 20 mins
- Affinity Diagramming - 20 mins
- Develop Top Ideas into Action Plans - 30 mins
- Final Presentations - 20 mins
- Final Voting - 15mins
- Total Time - 2 hours

Voting Process to Select the Main Idea

1. Initial Voting: After discussing all developed action plans, participants vote for their favorite idea using sticky dots or a digital polling tool.
2. Shortlisting: The top three ideas with the most votes are selected for further discussion.
3. Final Voting: Participants vote again on these shortlisted ideas to choose one main idea.