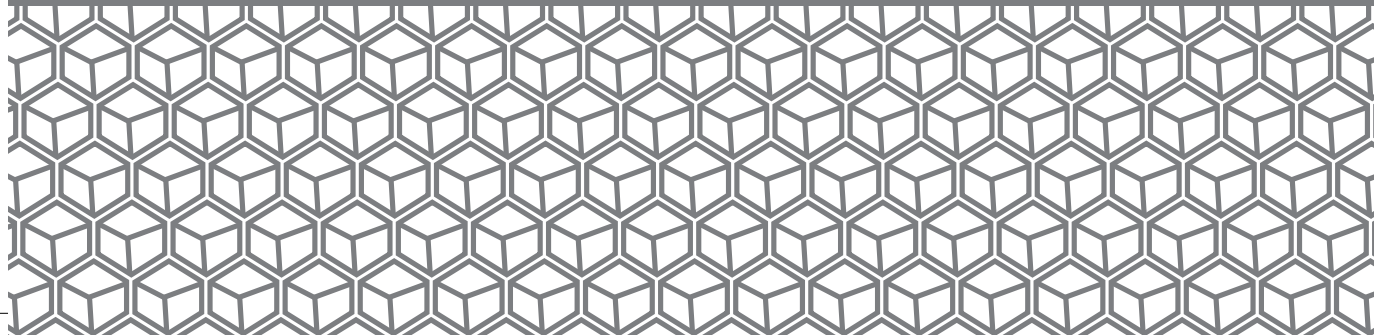




**INNO  
BOKSI**

**SECTION**

**5**



## Modifying the idea

You have already come a long way with your innovation, but the process is not over yet. You have had an idea, but that is not enough. You must reassess the idea, and you need to consider whether things could be done differently. The first idea that comes to mind is not necessarily the best one, but you will find that out over the next few exercises. We would like to remind you once again to keep an open mind and avoid becoming engrossed or locked into your first idea.

The next few cards contain five exercises that will help you reassess your idea. As you go through these exercises, your original idea may change completely – this is part of the innovation process.

In the next few exercises, scrutinise your idea from several viewpoints.

## Related ideas

### Equipment

- Task sheet 2 – Lotus.

Write your idea in the square in the centre. After this, write other ideas that are somehow related to your concept in the surrounding circles. They could be things that come to mind, such as specific words related to your concept or anything related to your original idea in one way or another. One sentence is enough. When you have filled in all of the circles, please choose one of the circles and write it in the middle of a new task sheet and proceed in the same way. Keep going for as long as you can come up with ideas.

In the end, examine whether any single one of the new ideas is better than the original or whether any of the ideas brings something new to the original concept.

### Time

- 20-40 minutes

# Resource exercise

## Equipment

- A4 paper, pens, exercise book

This task involves considering how the idea would change if a tangible resource was removed from it. Your first task is to list which resources are connected to the concept, and then consider how significant they are to your idea. “Resources” are concrete things related to the concept (working time, tools, people, money or similar). Imagine that your idea is to begin weekly game console tournaments between employees and young people in the youth centre. The resources involved in this idea include young people, an employee, a console, a controller, a youth centre, a sofa, a game, etc. How would your idea change if one of these – for example, the youth worker – were removed? What would the idea be like if it involved the young person’s grandparents instead of a youth worker? Now it is your turn to list the resources and consider how your idea will change.

## **TASK** (exercise book, task 18)

- List the tangible resources connected to your idea. Select the most critical resource on your list. Consider how your idea would change if that resource were removed.
- In the exercise book, write down three new ways to realise your idea if the critical resource is not available. If you wish, you could repeat this exercise by removing a different resource.
- Evaluate whether any of the new versions is better than your original idea.



# Impact

## Equipment

- Task sheet 3 – Impact.

This exercise involves considering the impact of your idea on young people, either locally or nationally. You will also consider how your idea will impact youth work as a whole. In other words, will your concept have a major impact on all young people or will it only affect the young people in your target group? Will your idea change the way that youth work is done throughout your country? (In other words, is it replicable?) Or is it only a way for your working community to operate?

## TASK

- Take task sheet 3 (Impact) out of the Innobox.
- Write down your original idea on a Post-It note.
- Think about your idea and put it in the appropriate place on the sheet.
- Think how your idea would need to change if you put it in a different place on the chart.
- Make three new versions of your idea, so that there is one version in each box in the four fields.



# Digital or not?

## Equipment

- Task sheet 4 – Scale.

Now you will evaluate how your idea relates to technology. Is your concept ahead of the curve on technological development or could a technological dimension be added to it?

## TASK

- Take task sheet 4 (scale) out of the Innobox.
- Write down your idea on a Post-It note.
- Place your idea in the appropriate place on the scale according to how much technology is connected to it.
- Then, invent two new versions of your idea. Try to think up things that are as far away from each other as possible on the scale.

# WOW

## Equipment

- Task sheet 5 – WOW.

This is the final exercise, and the aim is to examine your selected idea from four different perspectives.

The aim of this exercise is to write down on Post-It notes what is “blah” (dull) about your idea and what is “wow” (jaw-dropping). You may also come up with new features at this stage. In addition, you should consider what could be eliminated from your idea and create version 0.5 – the bare-bones version. Finally, write down what would need to be added to your idea to double its value and significance and create version 2.0.

## TASK

- Everyone in the group should think of at least one thing to put in each place in the grid.
- Stick your Post-It notes on task sheet 5 (Wow), which is in the Innobox.
- Together, go through the ideas in the grid.
- Consider whether any of these notes will change your original idea.



## Summary

You have now scrutinised your idea from several different perspectives, and it is finally time to decide on the ultimate form of your concept. The idea that you have worked on may have changed the preceding exercises. Now it is time to decide on your final concept.

Innovation requires much work, and you have already come far, but there is still work to do. The next phases are all about clarifying your idea and testing it in practice. Hopefully, it will also involve making your idea a reality.

### **TASK** (exercise book, task 19)

- Look at all the preceding alternatives of your idea and choose the one you are most satisfied with and have the most belief in.
- Write down your idea in the exercise book. One paragraph of text is enough at this stage.
- You could also formulate a name for your idea, but the actual work on this will take place during the next phase.