

The Social Venture Café

***Social Venture Start-ups Serving Our Community's Needs
Through Innovation***

Ideation Magic

The Breakaway Social Venture Start-up Framework

Stage 4 - Step 2

Ideation Magic

“ ~ A Day in the Life; Tomorrow” ~

Ideation Magic

A Day In The Life; Tomorrow



Ideation Magic

Day In The Life; Tomorrow

- Your Objective
- Discovering The Bridge To Tomorrow - Ideation
- Ideation Tools And Techniques
- What's It All Look Like?

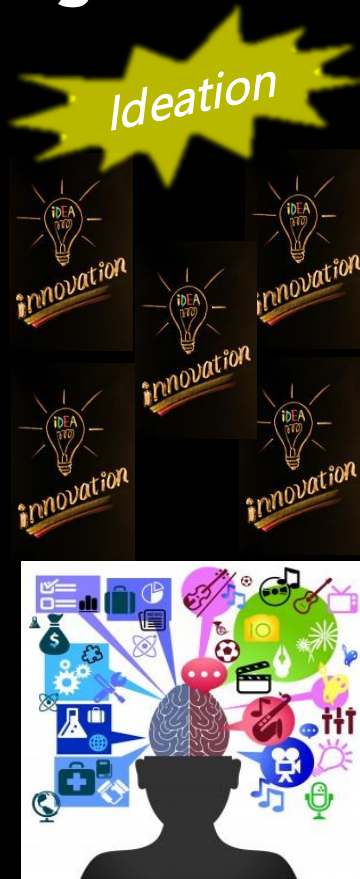
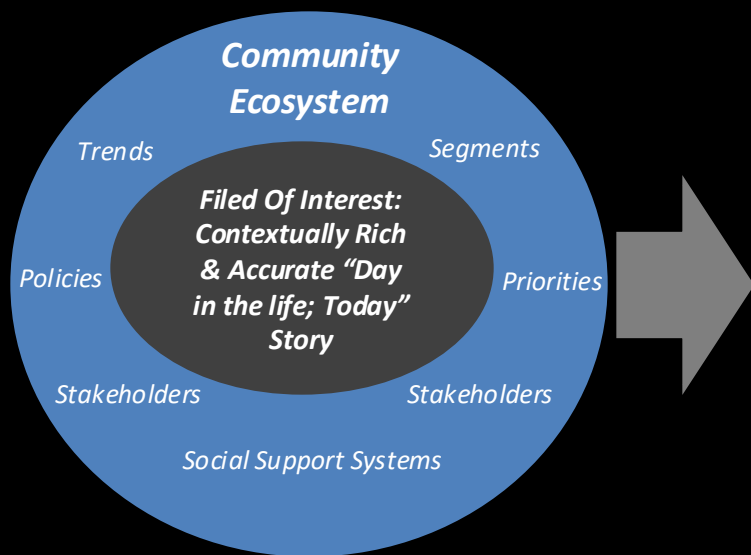
Ideation Magic

Your Objective

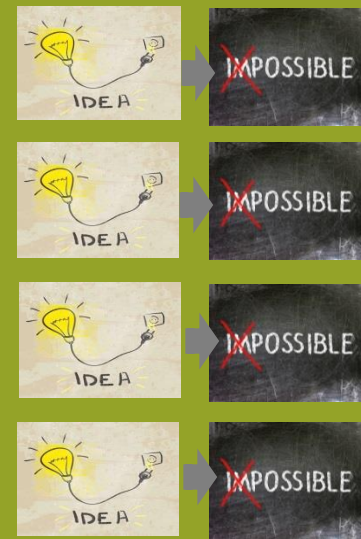
Armed with a contextually rich and intimate understanding of the Community, your Field of Interest , your Community's Stakeholders, and the "Day In The Life; Today" realities of its at risk or impacted members.....

generate a wide variety of fresh ideas aimed at fueling or supporting positive community ecosystem change that will help drive exciting new "Day in the life; Tomorrow" realities for its at risk or impacted members and/or supportive systems.

Discovering The Bridge To Tomorrow - Ideation

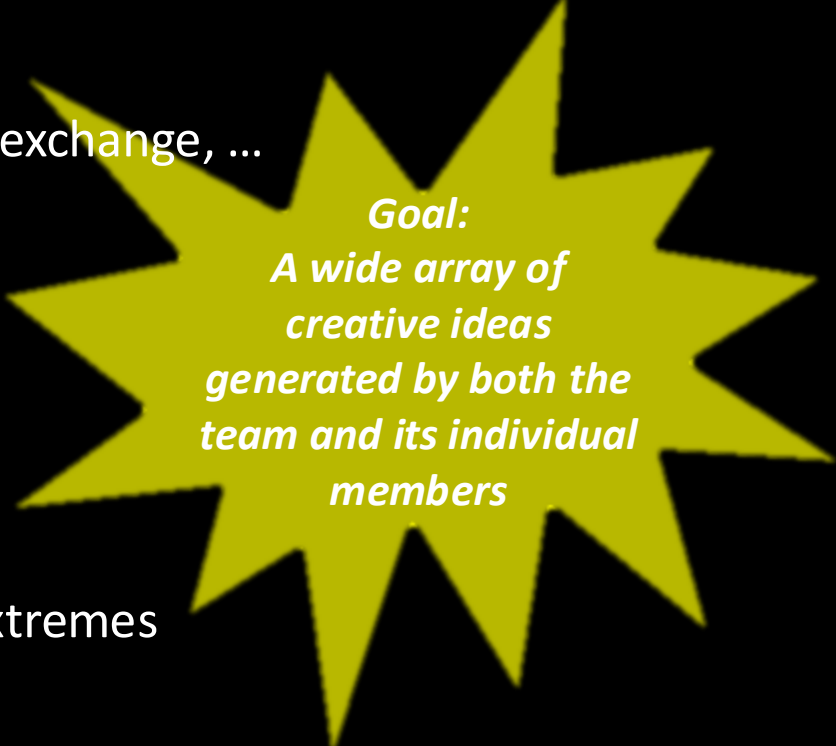


New "Day In The Life; Tomorrow" Possibilities



A Sampling of Ideation Techniques

- ❖ Brainstorming
- ❖ Brainwriting : 6-3-5 technique, card exchange, ...
- ❖ Pin card/Post it Technique
- ❖ Storyboarding/Idea-boarding
- ❖ Magazine Rip and Collage
- ❖ Visual Concept Wall
- ❖ Mind Mapping
- ❖ X-Y Axis Idea Direction - Attribute Extremes
- ❖ Simple/rapid prototyping
- ❖ Etc. ...(tap the information available through the internet; pick what suits your team)

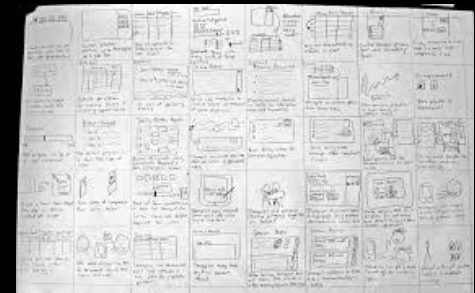
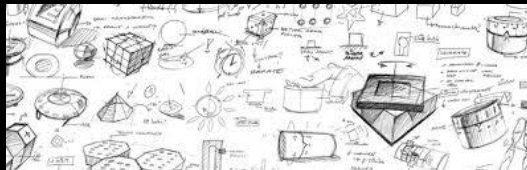
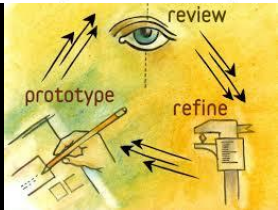
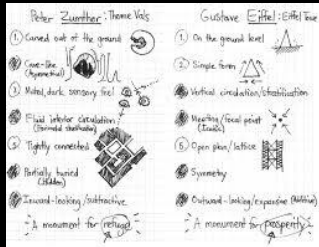


*Goal:
A wide array of
creative ideas
generated by both the
team and its individual
members*

Structuring Your Ideation Work For Success

- ❖ Engage your entire multi-disciplinary team in the process
- ❖ Create a fun and creative environment
- ❖ Follow the “No judgment allowed” rule at this stage
- ❖ Tap group and individual ideation techniques
- ❖ Make time for ideas to emerge...give time for ideas to emerge
- ❖ Write , draw, prototype, verbalize....use your full tool kit

What's It Look Like???



Backup

Ideation Techniques and Approaches
~ Samples ~

A Sampling of Ideation Techniques

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Brainstorming

1

Setup:

- Ideally; 4 to 8 people
- Criticism-free environment
- All encouraged to contribute and add to ideas
- Time limit helpful; <60mins

2

- Review "day in the life- Today" story
- Review "Field of interest" background brief

3

- Facilitator summarizes key elements of story and brief on flip chart/whiteboard
- Facilitator kicks-off by covering non-criticism rule, time limit, & process flow

4

- Members contribute ideas, facilitator logs on flip chart/whiteboard as stated
- Members extend core idea with idea variants
- New ideas added, etc

5

- Group reviews ideas and creates major categories
- Members organize individual ideas into categories
- Members can clarify any idea as necessary

6

- Repeat process in an additional session if team ideation energy warrants, or
- Take top ideas forward to filter/selection stage

Brainwriting : 6-3-5 Technique, Card Exchange

1

Setup:

- 6 people
- Template : Goal statement at top, owner below. 18 boxes/lines below to capture three ideas per member

2

- Review “Day in the life;Today” story
- Review “Field of interest” background brief

3

- Facilitator summarizes key elements of story and brief on flip chart/whiteboard
- Facilitator kicks-off by covering process flow & 6-3-5 idea-time limit cycles

4

- Each member logs a “Day in the life;tomorrow: solution design attribute and impact goal at top of their template along with noting their name .

5

- When ready; time starts. Each member given 5 mins to log three ideas on template.
- At end of 5 mins, template passed to the left, 3 ideas logged in 5 mins, repeat 6 X's

6

- 108 ideas (6 templates X6 people X 3 ideas each)
- Group identifies top ideas within 108 list.
- Top 20+/- ideas move to filter & selection step

Pin card/Post it Technique

1

Setup:

- 5 +/- 2 group members
- Stack of 3X5 cards, pins and/or post-it pads
- Surface to pin cards or post post-its

2

- Review "Day in the life;Today" story
- Review "Field of interest" background brief

3

- Facilitator summarizes key elements of story and brief on flip chart/pin board/whiteboard,etc
- Facilitator covers process flow & timeline

4

- Each member writes ideas on pin cards/post-its; as many as they can generate
- After 30 mins, group reviews and categorizes into major theme areas

5

- After 30 min break, team reconvenes and repeats cycle; generating additional new ideas
- Ideas posted to theme areas

6

- Team jointly reviews and clarifies ideas as needed.
- Group identifies top ideas out of those generated
- Top 20 +/- moved on to filter & selection step

Storyboarding/Idea-boarding

1

Setup:

- 5 +/- 2 group members
- Large vertical display surface
- Visual storyboard created reflecting “Day in the life;Today”

2

- Review “Day in the life;Today” storyboard
- Review “Field of interest” background brief

3

- Facilitator summarizes key elements of story and background brief; helps group align on key story areas to ideate around
- Facilitator covers process flow & timelines

4

- Over one week period (+/-), each member creates and posts visual ideas to storyboard/idea-board; ideas and impact on “day in the life” highlighted

5

- After week (+/-), group convenes to discuss range of ideas and their new “day in the life” outcome possibilities
- Top ideas across a range of focus areas captured

6

- Storyboard/idea-board process stays open another week (+/-) for additional “plussing”
- Group reviews & top ideas moved on to filter & selection

Magazine Rip and Collage

1

Setup:

- 5 +/- 2 group members
- Large vertical display surface
- Visual storyboard outline reflecting “Day in the life;Today” chapters a impact

2

- Review “Day in the life; Today” storyboard chapters and impacts to community & its community members
- Review “Field of interest” background brief

3

- Facilitator summarizes key elements of story and background brief; helps group align on key story areas to ideate around
- Facilitator covers process flow & timelines

4

- Over one week period (+/-), each member culls a range of visual elements from magazines/newspapers/etc that suggest ideas to impact the “Day in the life”

5

- After week (+/-), group convenes to discuss their visual materials and story ideas relative to creating solutions that drive a new “day in the life” outcome

6

- Storyboard/idea-board process stays open another week (+/-) for additional “plussing”
- Group reviews & top ideas moved on to filter & selection

Mind Mapping

1

Setup:

- 5 +/- 2 group members
- Large vertical display surface
- Visual Mind Map skeleton;
Center= Solution impact goals,
Nodes = major community
ecosystem areas

2

-
- Review "Day in the life;
Today" ecosystem & service
delivery map
- Review "Field of interest"
background brief

3

- Facilitator summarizes key
elements of ecosystem,
service delivery and Field of
Interest background brief
- Facilitator covers process
flow & timelines

4

- Over a one week period (+/-),
each member logs key
words/ideas onto mind map
skeleton
- New skeleton nodes added as
necessary

5

- After week (+/-), group
convenes to key words/ideas
relative to impact on node
area as well as to the broader
Mind Map node areas

6

- Mind Map process stays open
another week (+/-) for
additional "plussing"
- Group reviews & top ideas
moved on to filter & selection

X-Y Axis Idea Direction - Attribute Extremes

1

Setup:

- 5 +/- 2 group members
- Whiteboard or flip chart
- Create X-Y axis drawing(“ + “)

2

- Review “Day in the life; Today” story
- Review “Field of interest” background brief

3

- Facilitator summarizes key elements of “day in the Life” and Field of Interest background brief
- Facilitator covers process flow & timelines

4

- Team members identify possible solution design attribute extremes; e.g. low vs high tech, low vs high cost, etc
- X-Y axis loaded with chosen extremes;

5

- Team members go through brainstorming cycle and note solution design elements that could occupy each quadrant
- Continue for 60 mins

6

- Members continue to populate X-Y chart individually
- Top Highest impact/potential Sln attributes identified
- Top 4-5 ideas used to influence top solution designs

Simple/Rapid Prototyping

1

Setup:

- 5 +/- 2 group members
- low tech prototyping materials; paper, cardboard, wood, web tools of app rapid prototyping, etc
- Workspace to support

2

- Review "Day in the life; Today" story
- Review "Field of interest" background brief
- Review output of previous ideation work cycles; top ideas

3

- Facilitator summarizes key elements of "day in the Life" and Field of Interest background brief
- Facilitator covers process flow & timelines

4

- 4 hours/round allotted; Members each take a top idea and produces a rapid prototype; repeat for 10 ideas
- Member return following DAY and pitch their work

5

- Team members make notes across presentations; goal to find key sln design attributes with high impact & implementation potential

6

- Members align on key , high potential sln design elements
- Original solution design idea reformulated
- Top 4-5 ideas moved on to filter & selection step

Additional Ideation & Creativity Tools

Many creative problem solving and ideation techniques, tools, and methodologies, exist. Social venture start-up teams should do some research to identify the techniques, methodologies, and/or tools that can be used to best support their teaming and working preferences.

Teams can quickly start their investigation via the internet, searching for :

- “Creative problem-solving techniques and processes”, or
- “Ideation techniques and processes”, or
- “Creativity processes and tools”

Notes – Implications – Applications – Action Plans

Page 1

Notes: Observations – Thoughts – Insights - Follow-up Questions

Implications: In what way will using these ideas/tools help me in achieving success?

Notes – Implications – Applications – Action Plans

Page 2

Application: How will I specifically apply these ideas/tools to my start-up activities?

Action Plans: When will I apply these ideas/tools to my start-up efforts and what outcomes will I try to achieve as a result?