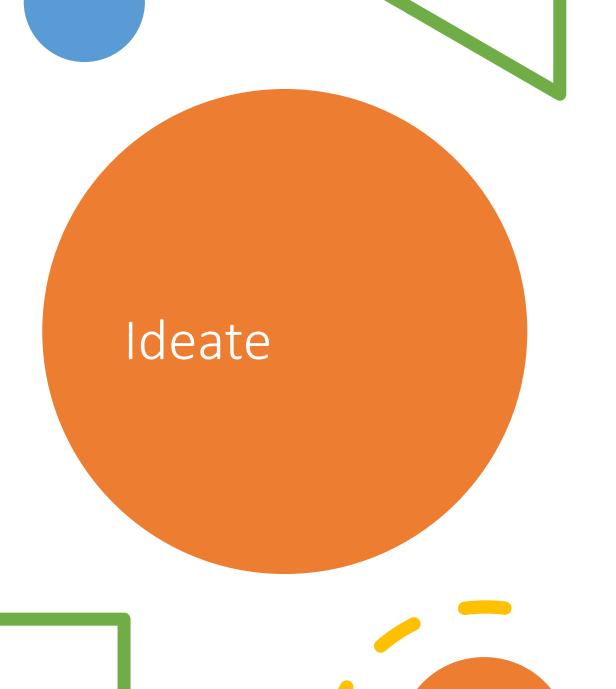# Insights to Action

Let's put our insights to work

- From our insights, what could we tangibly create to explore further?

- How can we make something that answers the question of our original project challenge?

- Don't worry about creating something that is perfect. **This is going to be an extended journey of many cycles.**

- Start somewhere and TRY SOMETHING!

Ideate

- Ideation is all about quickly coming up with lots of ideas to explore options for solving a problem. A playful mindset is key. At the end of this session, we will decide on one idea that the team will move forward with.

- Be playful without judgment.

- Creating as a team is always easier than doing it on your own. Collaboration is key!

Ideate

GOING FOR QUANTITY OVER QUALITY

The more ideas you come up with, the better chance you have to reach a truly brilliant solution.

WORKING WITHIN CONSTRAINTS

It works best when you apply some rules and deadlines to your creative session. For example, you might limit yourself to one hour during a brainstorm.

THE BRILLIANT AND THE RIDICULOUS

It's often hard to tell the difference between what is ridiculous and what is brilliant, so encourage both.

DIVERGING A BIT LONGER

Stay in the mindset, continue to exercise your creative muscles, and don't rush to convergence. It's not time for decision-making yet.
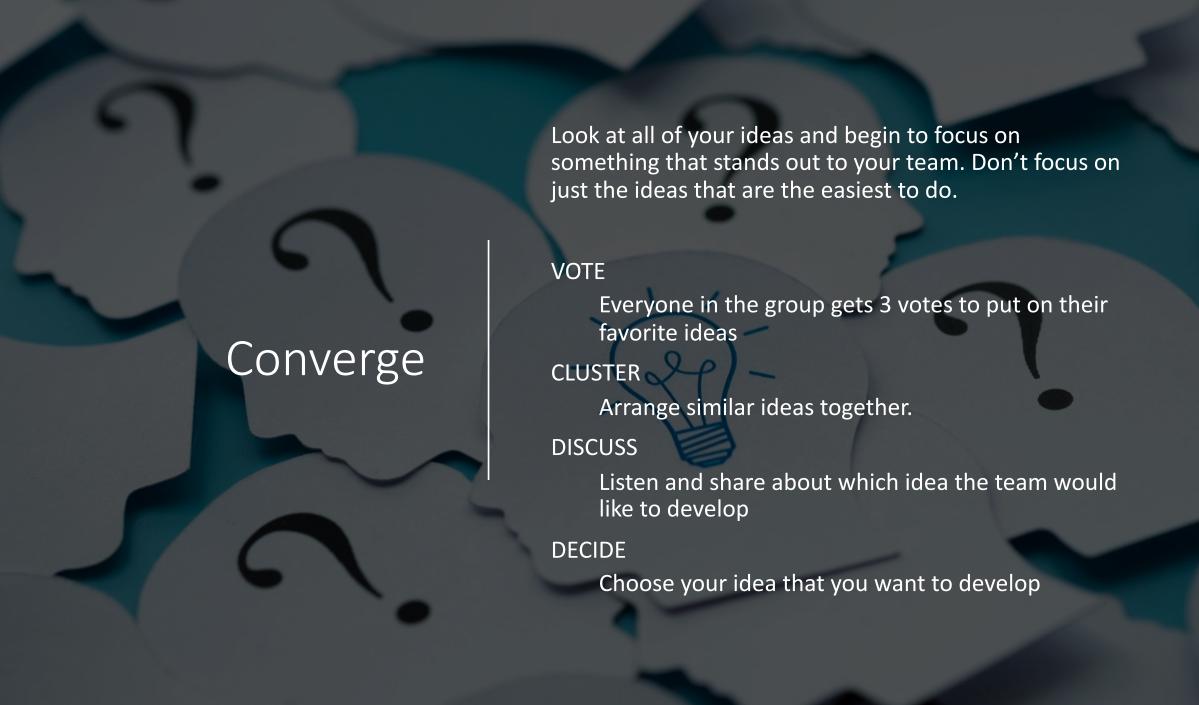
A TEAM SPORT

It helps to have diverse perspectives when you're coming up with lots of ideas. If you're working alone, find ways to pull people in—anyone can ideate.

Let's Make Something!

1. DEFER JUDGMENT

2. ENCOURAGE WILD IDEAS

3. BUILD ON THE IDEAS OF OTHERS

4. STAY FOCUSED ON THE TOPIC

5. ONE CONVERSATION AT A TIME

6. BE VISUAL

7. GO FOR QUANTITY

Crank your ideas out quickly on virtual post-its.

Don't stop to self-edit or second guess!

Converge

Look at all of your ideas and begin to focus on something that stands out to your team. Don't focus on just the ideas that are the easiest to do.

VOTE

Everyone in the group gets 3 votes to put on their favorite ideas

CLUSTER

Arrange similar ideas together.

DISCUSS

Listen and share about which idea the team would like to develop

DECIDE

Choose your idea that you want to develop

GROUP TASK

PART 1 – IDEATE (20 Min.)

Make as many ideas as possible in relation to a project to explore your insight.

PART 2 – CONVERGE (20 Min.)

Organize your ideas and choose which one was the best

Share With Us!

What are you going to do?