



## Session 4: Ideation

**Overview** This session dispels the myth that some people just aren't creative and discusses how to generate new ideas.

- Key Points**
- ❖ Thinking like a traveler to a foreign country with an open mind and heightened awareness will help you to spot more opportunities and lead to the generation of more ideas
  - ❖ Ideation follows opportunity recognition; identify a point of pain or problem and then try to think of ways to solve it.
  - ❖ There are many techniques that can be used to think creatively and generate ideas. One such technique involves three phases – *understand* the problem, *imagine* solutions, and *iterate* until you find something that works.
  - ❖ Negativity bias is natural, and it can be overcome by reframing limitations (too expensive) as solvable problems (how can we make it cheaper).

- Discussion Questions**
1. Where and when do you get your best ideas?
  2. Have you ever been to a foreign country? What was the experience like and what caught your attention?
  3. The French philosopher Emile Chartier said “Nothing is more dangerous than an idea when it is the only one you have.” Do you think that’s true? Why or why not?

**Additional Resources** [100 Uses for a Straw Assignment](#) (video prepared for Diamond Challenge)  
[iDea Fan Deck](#) by Anthony Middlebrooks and Jules Bruck  
[Generating New Ideas](#)

- Possible Assignments**
1. Play forced connections with a partner. One person names two unrelated items and the other has to think of a connection between the items.
  2. Take an everyday item like a plastic bottle and think of at least 100 uses for it.
  3. Read the descriptions of [Fast Company's Most Innovative Companies](#) for inspiration.