Brainstorm - Ideas Blitz

Fire - Ed Up

What is Ideation?

Ideation is the process where you generate ideas and solutions through activities such as sketching, prototyping, brainwriting, and a wealth of other ideation techniques.

The aim is to generate a large quantity of ideas that the team can then filter and cut down into the best, most practical or most innovative ones in order to inspire new and better design solutions and products.

Ideas Blitz - Dr Ken Hudson developed the ideation tools of speed thinking and Ideas Blitz. Students will complete an Ideas Blitz to rapidly come up with solutions for their experiment, device or environment.

HOW TO BLITZ

1. START
An individual or group member works by themselves to generate 9 ideas in 2 minutes.

2. ENHANCE
Then enhance each others ideas by adding at least one new thought, as fast as you can.

3. CONNECT
Try and make some connections between the ideas to generate a bigger, better solution.

4. EVALUATE
Now evaluate all your initial and connected ideas in 60 seconds.

5. ACTION
Develop a 9-point action plan to implement your best ideas.

STEP 1: START
Every individual working by themselves aims to create 9 initial thoughts, ideas or solutions in 2 minutes (capture in the inner circles). Creating quickly will stop you filtering your ideas and to get started.

STEP 2: ENHANCE
The next step is to build on the initial ideas. The aim is to build, expand or improve on all of these ideas. Think 'Yes And' not 'Yes But' (capture in the outer bubbles).

STEP 3: CONNECT
Try and combine different thoughts to create a bigger idea or solution (either through logic or random pairing).

STEP 4: EVALUATE
Select a criteria and quickly evaluate each idea (and connected ones). The criteria should flow from the challenge (score from 1 to 10).

If you are working in a bigger group have each pairing or smaller group present their best ideas to each other. Aim to build an even better idea or solution.

STEP 5: ACTION
Take the best idea(s) and develop a 9 point action plan.

What is an Ideas Blitz?
A Blitz is a short, fast, semi-structured creativity and productivity tool you and/or a group can use everyday.

Ideas Blitz can help you and others become more energised, confident and stop procrastinating.

How to run an Ideas Blitz (5 steps)
These are suggestions only. Based on our experience the Start stage is the only fixed one. You may do 1 or all 5 steps depending on the challenge.

The Challenge
The specific problem, opportunity, issue or decision to be Blitzed.

When can you Blitz?
An Ideas Blitz can be used for any problem, opportunity, issue, or decision. In fact, any time you feel stuck and/or want a new set of ideas, solutions or options – fast! It can be used by yourself, with a partner or as part of any group or brainstorming process.

Brainstorm - Ideas Blitz

Activity

Step 2: Start - Every individual working by themselves aims to create 9 initial thoughts, ideas or solutions in 2 minutes (capture in the inner red circles). Creating quickly will stop you filtering your ideas and to get started.
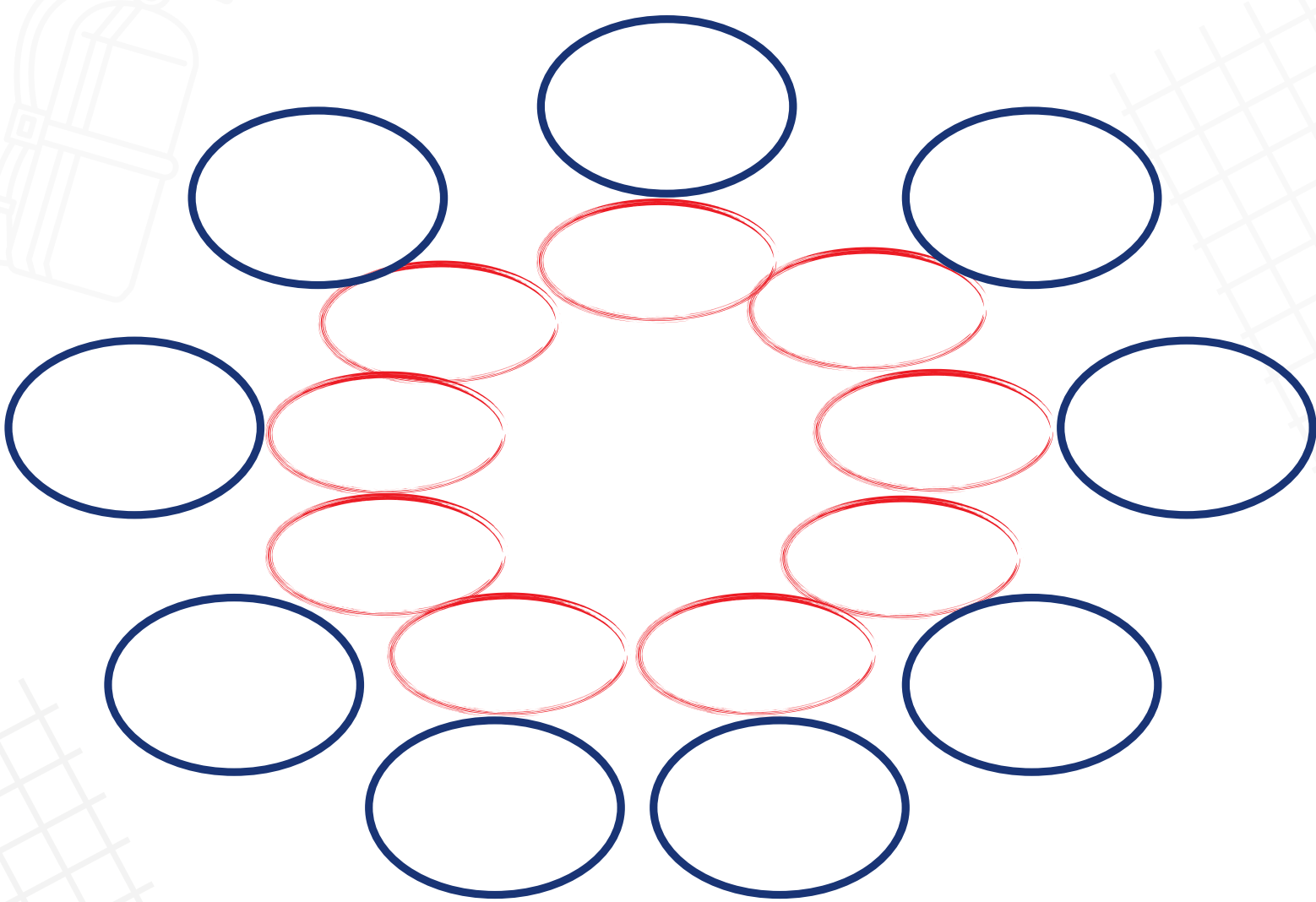
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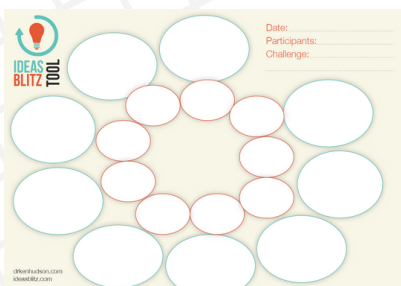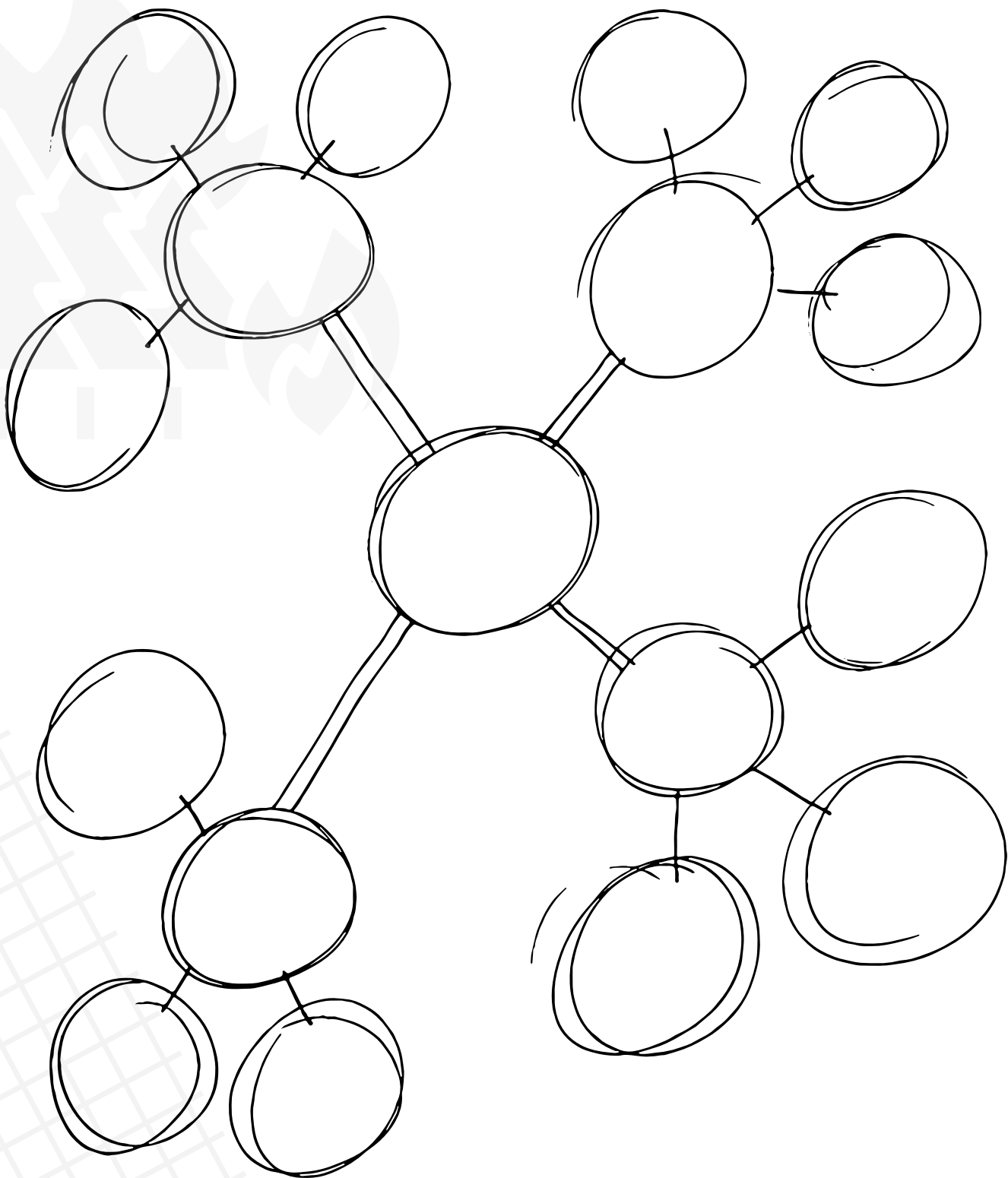
If you wish download the original 'Blitz Tool' courtesy of Dr Ken Hudson. http://ideasblitz.com/

Step 3: Connect - Try and combine different thoughts to create a bigger idea or solution (either through logic or random pairing). Use the mind map below to capture your ideas and connections.

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Step 4: Evaluate - Transfer your big ideas into the boxes below. Select a criterion and quickly evaluate each idea. (Score from 1 to 9). If you are working in a bigger group, have each pairing or smaller group present their best ideas to each other. Aim to build an even better idea or solution.
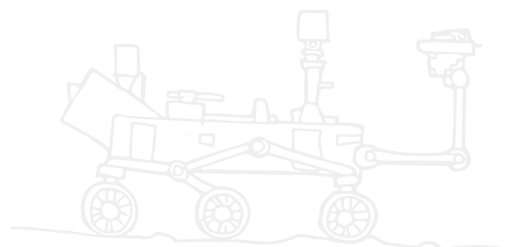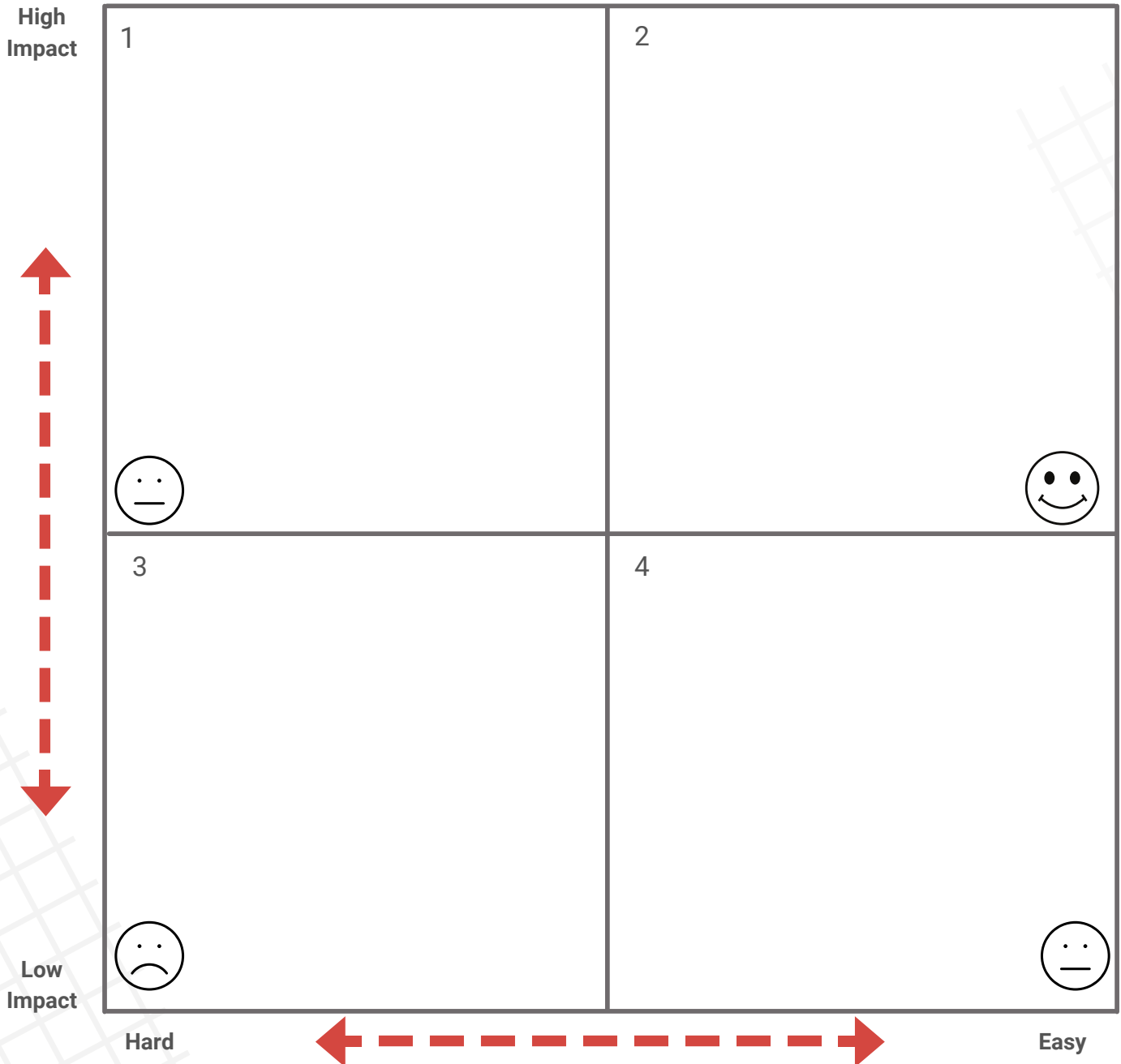
1.

2.

3.

4.

5.

6.

7.

8.

9.

Brainstorm

Step 4 Evaluate Cont. - Now evaluate your ideas further using the impact/effort matrix below. Add all your ideas and connections into one of the four segments.

High Impact

1	2
☹	😊
3	4
☹	😐

Low Impact

Hard ⟵ - - - - ⟶ **Easy**

What is an Impact Effort Matrix?
An impact effort matrix is a decision-making tool that assists people to manage their time more efficiently. Each potential idea, strategy or project is assessed based on the level of effort required and the potential impact or benefits they will have.

Each team member will evaluate their ideas in 60 seconds