

Creative Brainstorming for Innovation

Peter Quarry interviews Yvonne Adele (Managing Director, ideasculture.com).

Organisations are becoming more interested in innovation and creativity, but how do we foster these practices? Psychologist Peter Quarry interviews Yvonne Adele to investigate practical ways to help your staff access their creative thinking.

Introduction

- Innovation is the implementation of creative ideas.
- Innovation comes from all parts of an organisation, not just the research and development department.
- The first answer to a challenge is not always the right answer.
- All people have imagination and are creative.
- We need to feel comfortable about making mistakes.

Brainstorming Process for Business Challenge

1. Define the business challenge in supportive terms. Use challenge statements such as 'How can we.....?' or 'How might we.....?'
2. The ideal group size is 6-12 participants. This allows for a good flow of ideas.
3. Warm up the group. Encourages participants to be present in the group and to become comfortable with each other.
4. Break into groups of two for a smaller activity to encourage spontaneity for ideas generation.
5. Move back into the large group and return to the Business Challenge. Introduce a creative thinking technique such as word association.
6. Brainstorm solo. It generates 80% more ideas and is more productive. Utilise the words from the word association to address the Business Challenge.
7. Pick the top two ideas and share with others. Avoid words like 'but' and 'no' in this sharing process.
8. Share ideas with overall group.
9. The shakedown is where the whole group comments on the ideas generated.

This process can be done anywhere, but keeping it on site can prove to employees that you can be creative in the normal work environment.



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SEVEN DIMENSIONS PTY LTD
www.7dimensions.com.au
eve@7dimensions.com.au
P: +61 3 9686 9677
F: + 61 3 9686 7577



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