

Creativity Game: What Can You Do With Me?



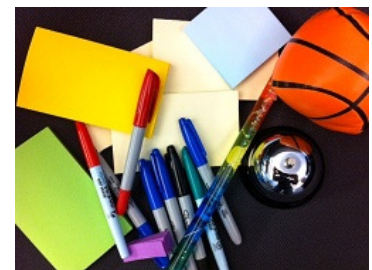
Purpose: The announced purpose is to figure out what we could do with this little cup.

The intention goes beyond the appearing announced creative activity. It emphasizes the team work by providing some tools to have everybody participating, as well as introducing lateral thinking concept aiming at proposing alternatives within a non-judgmental framework. Ultimately, attendant shall enjoy this experience and feel good about what they have accomplished, and learnt.

Timing: 60 to 75 minutes.

Room setting & Material:

- To break the traditional meeting pattern, round tables are suggested for 5-people teams.
- Allocate a piece of wall (or a flipchart) to each team.
- Bunch of post-its and pens.
- Talking stick, bell, timer
- Cheap object: little cups as shown in the picture above. You can find such object in any store.



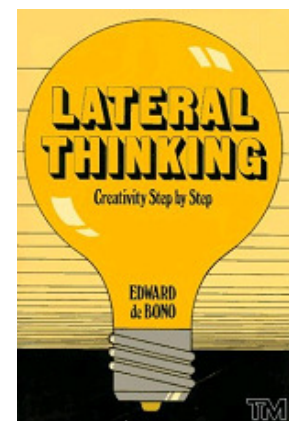
Give to each attendant the same object, so that they can feel it, see it under different angles, touch it, even modify it if they want to.

Examples of obvious usage: small cup for kids little hands to drink. Cup to take tablets (drugs), ...

Examples of more advanced ideas: bucket for dolls playing on the beach, pig nose, ...

Strong recommendations:

1. Activities are time boxed
 2. Respect of the bell, everybody quiet when the bell rings or when the moderator raises the arm
 3. No judgment on the ideas during the talking phases. If the moderator hears some judgmental comment, he should intervene right away otherwise the dynamic will be lost. Follows a few quotes from E. de Bono from "Lateral Thinking" to share with the audience.
- *"Exclusive emphasis on the need to be right all the time completely shuts out creativity and progress."*
 - *"The importance attached to being right all the time, breeds the inhibiting fear of making mistakes."*
 - *"No one is silly for the sake of being silly no matter how it might appear to other people."*
 - *"It is historical continuity that maintains most assumptions, not a repeated assessment of their validity."*
 - *"As far as lateral thinking is concerned the only thing which can be wrong with a pattern is the arrogant rigidity with which it is held."*
 - *"In Lateral Thinking one is not looking for the right answer but for a different arrangement of information which will provoke a different way of looking at a situation."*



Activity #1: TEAM

1. 2 minutes time-box: silently the teams will write during as many ideas as they have, one idea per post-it
2. 5 minutes time-box: each team sticks their post-its on their piece of wall, and silently arrange them by cluster/theme and remove duplicates (eg: drink theme, cook theme, game theme, visual theme, ...)
3. 2 minutes time-box: team members can argue orally at this point, including adding more ideas based on the new insights

Note: For statistic purposes, the moderator ask each team to write on a piece of paper

- the number of generated ideas by person (anonymously)
- the number of new ideas coming from the insights
- the number of unique ideas generated by the team
- the number of themes

Interesting facts to emphasize as the outcome of this activity:

1. Together Enables us to Accomplish More (acronym for TEAM)
2. everybody participated, no bully, no politics
3. people are inspired by the ideas of others

Open question: How the ideas of others helped me to create new ideas?

Activity #2: Listen

1. 5 minutes time-box: On a unique wall this time, ask each team to bring their ideas consolidated by theme and to stick them on the wall. The layout may be a column by theme with unique ideas (1 per post-it) related to this theme.
2. As long as needed: Once everybody has brought their ideas, the moderator read each of them and asks for clarification if needed. If the moderator, or the audience, notices some overlap, the post-it can be merged with another one (or removed). The moderator has the talking stick, everybody listens.

Interesting facts to emphasize as the outcome of this activity:

1. one who has the talking stick talks, everybody else listens
2. read the stats aloud: average by individual, average by team, total

Note: the moderator took some time to compute the stats while the teams were gathering their ideas on the common wall

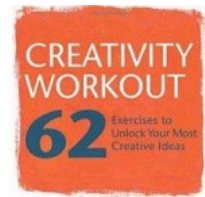
Open question: what have we learnt?

Activity #3: Creativity

People should agree that after a so intensive brainstorming with so many people, we almost have all “possible ideas”. In this activity, we will try to find 10 more ideas...

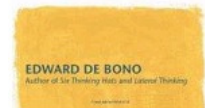
1. 5 minutes time-box: every 30 seconds, the moderator picks a random word (explanation below) and asks people, orally, to provide as many ideas of cup usage that the word inspires them.
Eg: FROG => the cup could be a vivarium for ants that kids like observing
2. 2 minutes time-box: the moderator provides a PO (provocative operation). The audience provides new ideas based on this PO. Examples of PO follow:
 1. “how this object helps catching thieves?”
 2. “how this object helps farmers?”
 3. “this object is not a glass”
 4. ...

Note: to pick a random word, the moderator needs a list of words and dices (real dice, or virtual dice thru dedicated apps for iPhone). For the list of words, a dictionary may be used, or the tables of words provided at the end of “Creativity Workout: 62 Exercises to Unlock Your Most Creative Ideas”.



Interesting facts to emphasize as the outcome of this activity:

1. random words help being creative, chains of non-judgmental ideas (including ridiculous ones) may lead to very reasonable ideas...



Open question: How come we believed there was no more ideas and we finally figured out how to generate (at least) 10 more?

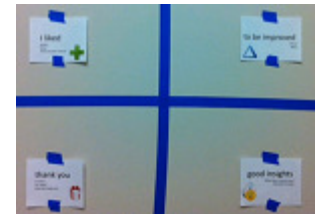
Activity #4: Closure

The moderator thinks people for their attendance. There is no conclusion about which idea is the best (no competition), or which ideas don't make sense (lateral thinking is not judgmental). Propose the audience to share with others what they have experienced and try to re-use some tools they have learnt in their own working environment.

To go further: once we have all ideas, we may apply other techniques (like rational reasoning) to disqualify unreasonable ideas and figure out which ones are the most promising. But this is not the purpose of this session.

For feedback purposes, a Plus/Delta matrix is left on the way out. Before leaving, ask people to write their feedback, one idea per post-it, according to 4 themes:

2. What I liked
3. What would need to be improved
4. Special thanks to anybody
5. Insights



This feedback technique may of course be reused for any meeting or event. Post-its shall be anonymous, unless somebody would like to get a personal answer: in such a case, the fellow will leave his contact details.

I liked What? Why? What was the impact? 	to improve What? Why? 
thank you To who? For what? How did it help me? 	good insights Which idea may I re-use? How does it help? 

The moderator takes pictures of the event at different stage of the evolution of the activities. These pictures will be shared with the attendants afterwards.