

WORKSHOP AGENDA

Creativity

Get new insights and big ideas for your projects or goals.

Half day · In person or virtual · Teams of 6 to 20



A fast-paced half-day workshop that helps your team generate fresh ideas and approaches for a real project or goal, using a variety of powerful creative thinking techniques. Bring a live, relevant challenge and leave with prioritised ideas and a clear path forward.

— WHAT YOU LEAVE WITH

- Question the brief to make sure you are solving the right problem.
- Generate ideas and approaches quickly using the How Might We technique.
- Create genuinely original ideas with the Idea Collisions technique, then prioritise and plan your next steps.

— WHO IT IS FOR

Teams facing a real creative challenge, or groups stuck arriving at the same answers. Bring a live project or goal. The fast-paced techniques break familiar patterns and close with a clear path forward.

— AT A GLANCE

Beginner's Mind	<i>Approach the problem as if it were day one.</i>	30 MIN
Perspectives	<i>Look at the challenge through other eyes.</i>	30 MIN
Constraints	<i>Tighten the limits to force better ideas.</i>	30 MIN
How Might We...?	<i>Open-ended questions that unlock broad thinking.</i>	30 MIN
Idea Collisions	<i>Force existing ideas together to make something new.</i>	30 MIN

the session

01

Beginner's Mind

30 MIN

Approach the problem as if it were day one.

We can get weighed down by the "curse of knowledge", believing we know everything about a problem. Instead, tap into the beginner's mindset.

02

Perspectives

30 MIN

Look at the challenge through other eyes.

Looking at a problem from different angles or vantage points can change how it is perceived and interpreted.

03

Constraints

30 MIN

Tighten the limits to force better ideas.

List all the constraints on a current project, then make them worse or introduce more severe constraints to force more radical, ambitious approaches.

04

How Might We...?

30 MIN

Open-ended questions that unlock broad thinking.

How Might We... is a way of starting a question to kick-start a discussion. The open-ended, optimistic phrasing is designed to encourage broad thinking.

05

Idea Collisions

30 MIN

Force existing ideas together to make something new.

Many creative thinkers get their results by connecting existing concepts together to create something original. Here we try this with ideas generated so far.

06

Easy High Impact

30 MIN

Map ideas by effort and impact to set priorities.

Create a prioritised list of actions to take away from the session.

Let's talk.

Bring Creativity to your team

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