CreativeHuddle

CANVAS

TIME 45 minutes

GROUP One team

Teamwork

Idea Board

Capture on one page a team's challenge, its ideas and the two it will act on.

THE IDEA

Use the Idea Board when a team needs fresh ideas for a real challenge. It works with the Idea Wall, where everyone writes their ideas before anyone shares. Frame the challenge as a question, group the ideas from the wall, then pick an easy win and a bold bet and agree one habit that keeps the ideas coming.

Materials. This canvas and the Idea Wall, printed large or on a shared online whiteboard, and sticky notes.

1 The challenge

Rewrite it as How Might We questions, then vote for one.

How might we...?
Which question did the team vote for?

What's fixed
What can't change, such as budget or deadline?

What's open
Where does the team have room to move?

2 Our ideas, grouped

Give each group a title and a short description.

TITLE	TITLE	TITLE
DESCRIPTION	DESCRIPTION	DESCRIPTION
TITLE	TITLE	TITLE
DESCRIPTION	DESCRIPTION	DESCRIPTION

3 Easy win and bold bet

Vote privately. The leader votes last.

Easy win Which idea can the team act on quickly?

The idea

Owner **Next step and by when**

Bold bet Which ambitious idea is worth backing?

The idea

Owner **Next step and by when**

4 Our habit

Agree one small, regular habit that keeps the ideas coming.

What we'll do, and when

Who starts it

We'll check it on Pick a date 30 days on.

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CANVAS

TIME
10 minutes

GROUP
One team

Teamwork

Idea Wall

Collect a team's ideas, written alone in two waves, before anyone shares.

THE IDEA

Everyone writes ideas alone, one per sticky note, before anyone shares. When the first wave slows, go again, because later ideas are often more creative. Then group the notes on the Idea Board.

If you're stuck. Borrow something done brilliantly outside your industry, or look at the challenge as a customer would.

Materials. This sheet, printed large or on a shared online whiteboard, and sticky notes.

First wave

Everyone writes alone, one idea per sticky note.

Second wave

Go again once the first wave slows.

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WORKED EXAMPLE

TIME 45 minutes

GROUP One team

Teamwork

Idea Board

Capture on one page a team's challenge, its ideas and the two it will act on.

THE IDEA

Use the Idea Board when a team needs fresh ideas for a real challenge. It works with the Idea Wall, where everyone writes their ideas before anyone shares. Frame the challenge as a question, group the ideas from the wall, then pick an easy win and a bold bet and agree one habit that keeps the ideas coming.

Materials. This canvas and the Idea Wall, printed large or on a shared online whiteboard, and sticky notes.

1 The challenge

Rewrite it as How Might We questions, then vote for one.

How might we...?
Which question did the team vote for?

How might we make a new client's first week feel effortless?

What's fixed
What can't change, such as budget or deadline?

Same team. No extra budget.

What's open
Where does the team have room to move?

Who calls, what we send, how we hand over.

2 Our ideas, grouped

Give each group a title and a short description.

TITLE *Day one*
DESCRIPTION *A welcome call and a named contact.*

TITLE *A clear plan*
DESCRIPTION *A week-one plan and a checklist of what we need.*

TITLE *Show how we work*
DESCRIPTION *A video tour and a chance to meet the team.*

TITLE *Learn from others*
DESCRIPTION *A client buddy, and asking what went wrong before.*

TITLE *Make it personal*
DESCRIPTION *A handwritten card and their names learned early.*

TITLE *Fewer emails*
DESCRIPTION *One welcome email and a single shared folder.*

3 Easy win and bold bet

Vote privately. The leader votes last.

Easy win Which idea can the team act on quickly?

The idea *Welcome call on day one*

Owner *Priya* Next step and by when *Script ready by Friday*

Bold bet Which ambitious idea is worth backing?

The idea *Pair each new client with an existing one*

Owner *Tom* Next step and by when *Ask three clients by the 30th*

4 Our habit

Agree one small, regular habit that keeps the ideas coming.

What we'll do, and when

Five minutes of silent writing before we discuss any idea, every Monday.

Who starts it

Chair of the week

We'll check it on Pick a date 30 days on.

30 days on, at the Monday meeting

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