

One day Creative Block Busting™ Agenda

<u>Time</u>	<u>Activity</u>
10:00 - 10:10	Create anything with Play-dough in 30 seconds
	<u>Why</u> <ol style="list-style-type: none">1. Start with an unusual activity2. Stimulates creativity3. Demonstrates individual creative ability4. Demonstrates creativity on 'demand'5. Relaxing, fun, 'unwinding'6. First step in setting a non-threatening climate
10:10 - 10:30	Why are we here - Client
	<u>Why</u> <p>Setting the context for the workshop Explain expectations</p>
10:30 - 10:40	Introducing blowing bubbles & the bubble man(film)
	<u>Why</u> <p>How to make the ordinary to extra-ordinary Concept of going beyond the first right answer/Developing alternative possibilities</p>

10:40 - 11:15 Creative Block Busting (Thinking) Process

Why

1. Foundation step
2. Helps understand mindsets/habitual thinking
3. Definitions - Idea, Creativity, Innovation
4. Roles - who does what and why

5. Need for thinking tools and techniques

(Use of visuals & films as appropriate)

11:15- 11:30 Break

11:30 - 12:00 Introduction to a real life business challenge
By each team
Criteria for final selection

Why

1. We need to demonstrate how Creative Block Busting works
2. Participants learn by working on a real life case, through a step-by-step guided process
3. Hands-on work engenders better understanding of concepts, confidence to try on their own subsequently
4. This is a critical step in the process - presenting a challenge in a simple, clear manner
5. Also provides opportunity to answer a few questions on the problem

12:00- 13:30

Guidelines for Idea Generation

(Explains how to capture write an idea, going for quantity, no censorship etc)

Trying several techniques, one by one to generate ideas for the challenge

All ideas are generated by individual participants, not by the team

(Use of visuals & films as appropriate)

Why

1. Demonstrate how to create and work in a safe, non-threatening climate (serious work need not be boring, fun is not sin)
2. Demonstrate how to use different tools and techniques to get-out-of-the-box ideas
3. Helps participants find a few techniques that works for them (all techniques need not work for every one)
4. Demonstrate easy-to-use-and-practise-steps, which participants can try on their own at work

13:30 - 14:15

Lunch

14:15 - 14:30

Wake up Quiz

Why

1. Fun brain teasers help people get out of the post-lunch-stupor
2. Prizes add excitement and fun
3. Add the energy back into the group

(Use of visuals & films as appropriate)

14:30 - 15:00

How to sort ideas

Participants sort ideas into known and new ideas and separate them into two distinct groups.

Why

At the selection stage people have a tendency to select the familiar and safe ideas and shun the new and seemingly dangerous ideas.

This defeats the whole purpose of 'brainstorming' and looking for innovative ideas, thus goes against the innovative mind set.

15:00 - 16:00

How to select ideas from the lot of ideas generated

Guided selection process; emphasis on selection and not rejection

Introduction to idea killers and how to avoid them

Importance of maintaining the innovative mind set (and how to do it)

Each participant selects 2 ideas - 1 from his own, another from a colleague

Initial selection based on gut feel - potential of the idea, passion for it, willingness to back the idea

Participant supports his selection with a an explanatory note on why he has selected these 2 ideas

Identifies key practical issues, important to be addressed

Why

1. This is a crucial step, often ruined by too much 'idea killing'

2. Important to ensure that we pay heed to intuition and gut feel at this stage

3. Focus thinking on benefits first

4. Understanding how to look at practical issues as important for execution rather than negative points

5. Fosters a creative/innovative mind set by understanding how to look at new/strange/unfamiliar ideas with confidence rather than killing them or running away from them.

(Use of visuals & films as appropriate)

16:00 - 16:15

Break

16:15 - 17:15	Final Idea Development Each table looks at the selected ideas. Groups them into similar themes Selects one theme with component ideas Uses the Impact vs Effort 2x2 matrix to sort themes into Quick Wins, Long Term Projects, Hard Slogs and Time Fillers
17:15 - 18:30	First Cut Recommendations - Quick sharing by each table - 5 minutes each
18:30 - 18:45	Client Feedback - initial impressions
18:45 - 19:00	Q & A/feedback

Notes:

1. Venue layout/seating - Cluster seating Maximum 6/7 to a table
2. Each table represents certain function/geography - client to decide
3. Each table must have a mix of senior/junior (old/young), Men/Women

Commercial Terms

1. R. Sridhar, Innovation Coach/Partner IDEAS-RS will design & facilitate the session
2. Fees Rs 1,50,000 + Service Tax as applicable
3. Costs of travel, local transport, Hotel, Food expenses, expenses for props etc are extra and to be borne directly by client.
4. Vendor registration formalities to be completed immediately to avoid delays
5. Bill to submitted on Workshop completion, to be paid within 15 days thereof.

February 12, 2015
