



executive 20:20 coaching

10 Top Tips in Creativity

Generating Ideas

1. **Have a very good problem definition to begin with.** If you haven't got that - then get that right first.
2. **Put in place a process that will get as many ideas as possible out into view and capture the output.** Whiteboards, Flip-Charts and Post-Its are great - but take pictures to capture the information and how it is laid out. If it is online - use a recording device to capture the discussion.
3. **Appoint a Facilitator** to make sure all the voices are heard and the process is managed.
4. **Get the Problem Owner to explain to everyone why it is an issue** - then let them leave the room. You don't want them around during the idea generation it is likely to stifle things.
5. **Start with a random stimulus - don't leap to conclusions.** The best ideas come when the brain is allowed to wander on flights of fancy.
6. **If energy is flagging, take a break.** Best of all keep the whole session to a manageable length with no element taking more than about 20 minutes.
7. **Produce lots of metaphors for how things might be by using a variety of techniques.** The mix of techniques will give different insights so you don't just reinvent the wheel
8. **Agree how you are going to rate these ideas against your real problem.** Are you going to rank them by Ease of Implementation? Cost? Timescales?
9. **Trust the process to deliver** - suddenly rejecting a stage in the process "because that won't work" is no way forward.
10. **Present the best ideas to the Problem Owner and discuss how they might be implemented.** They don't need to know how you got there but they do want your ideas as to how things can go forward.