



# 360 Degree thinking – step 1

## What is this?

This is an important tool for helping your group to gather information about the innovation challenge before they start generating ideas to solve it.

We often believe that we know everything about the problem we are trying to solve, but 360-Degree Thinking highlights gaps in the group's knowledge about the challenge so that they can discover new information and new ideas for solving the challenge.

# How it works

## **Step 1**

One person draws a large circle and divides it up into eight segments.

## **Step 2**

Working as a group, ask everyone to discuss what the most important factors of the innovation challenge are. In each segment, nominate one person to write a factor.

## **Step 3**

Pick one segment at a time and ask the group to discuss what they know, and what they don't know but should know about each segment. Using sticky notes or a digital format, note down all of these points against the associated segment.

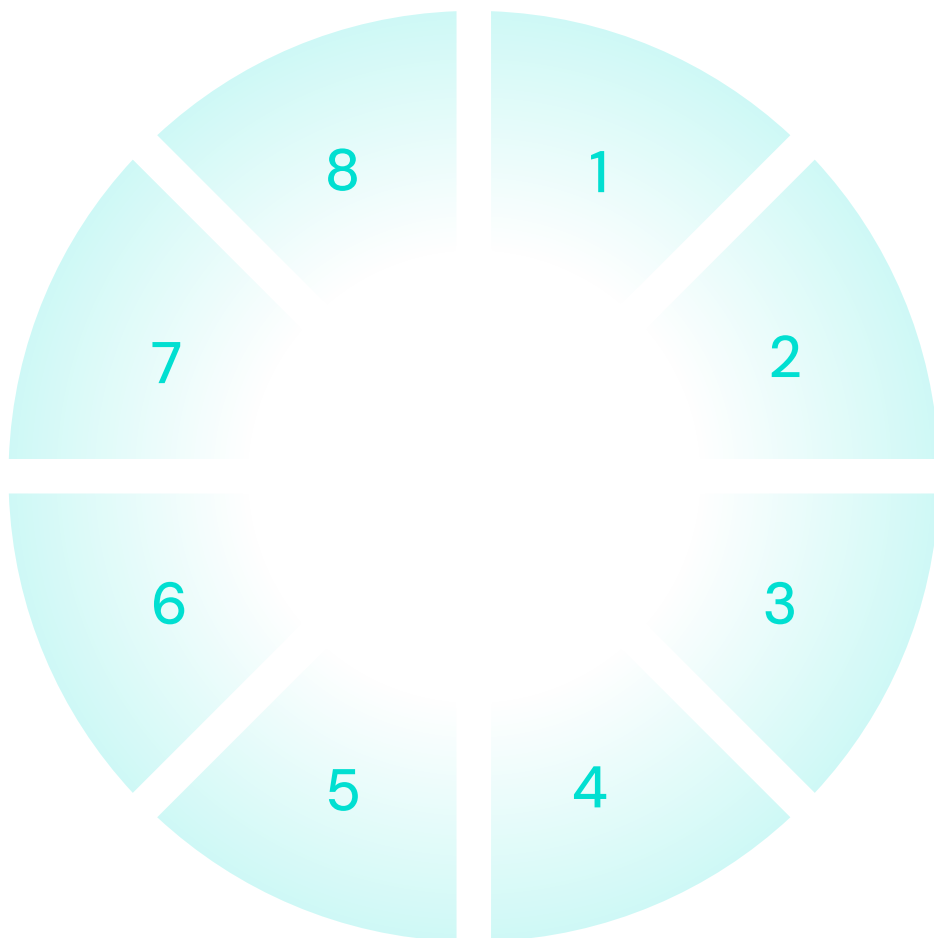
When the circle is complete ask members of the group to take responsibility for researching the areas where there are knowledge gaps.

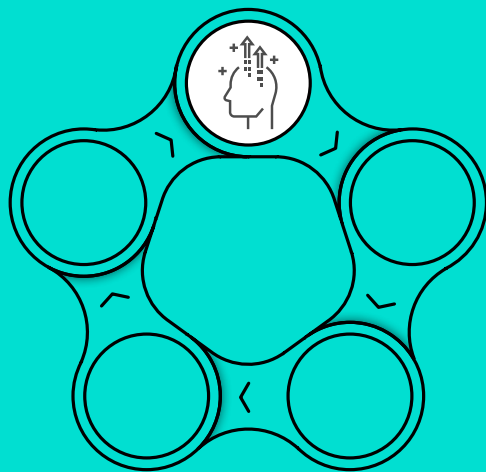
## **Step 4**

When the group next gathers, ask these people to share their new knowledge with the rest of the group and note down the information.

## Why it works

360-Degree Thinking encourages the group to open up their thinking to new possibilities and avoid drawing conclusions which may be based on assumptions rather than facts.





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visit: [outsidethebox.co.uk](http://outsidethebox.co.uk) call 0113 824 1557 email: [hello@outsidethebox.co.uk](mailto:hello@outsidethebox.co.uk)  
Escher House, 116 Cardigan Road, Headingley, Leeds LS6 3BJ