

360 Degree thinking – step 2



What is this?

We often believe that we know everything about the challenge. Pick up the 360-Degree Thinking card from the Immersion stage. Once complete you will now use the same method to discover what they still don't know or what they would like to dig deeper into.

How it works

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Step 1

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

Step 2

Working as a group, ask everyone to share the points of the innovation challenge that they are still unsure about or that they want to understand better. 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 outstanding information they need about each segment. Using sticky notes or a digital format, note down all of these points against the associated segment.

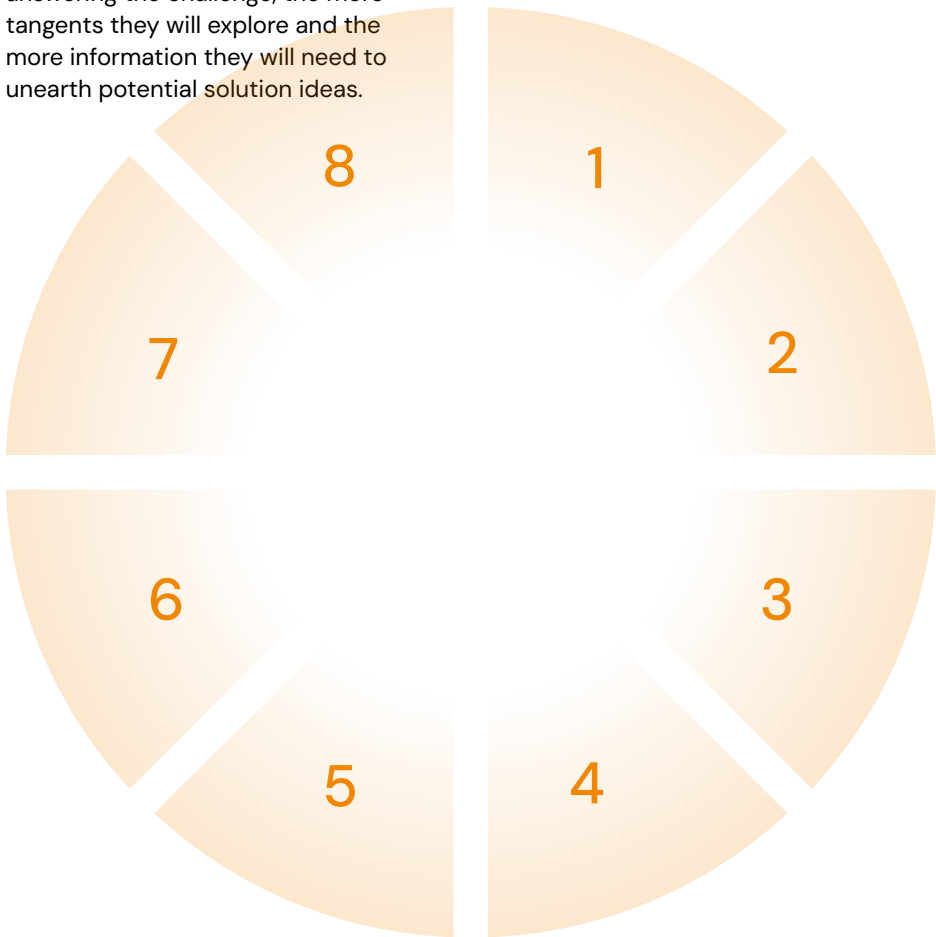
When the circle is complete ask members of the group to take responsibility for researching the areas where there are knowledge gaps.

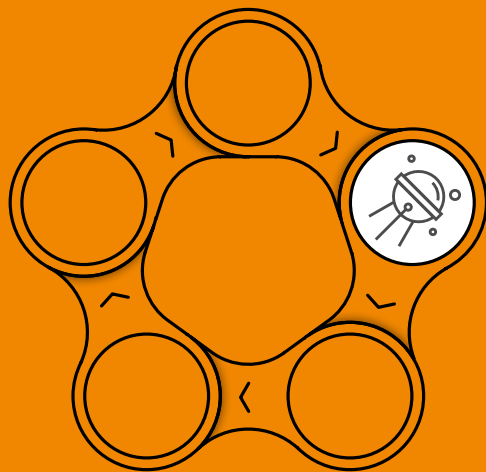
Step 4

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

It pushes people to think further. If you were to ask people to think of things in a list they would come up with far fewer than if they do this task. The deeper the group gets into answering the challenge, the more tangents they will explore and the more information they will need to unearth potential solution ideas.





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