

Creating the worst idea

What is this?

This is a quick way to liven up the group's idea generation. It's more fun to think up the worst ways of doing something, than the best, so let your group do that!

How it works

Step 1

Thinking of the challenge, ask the group what is the worst possible way they could solve it? Note down all of their ideas. Encourage them to be silly and have fun with it.

Step 2

Now take all these silly and bad ideas and ask the group to note down the opposite of each of them.

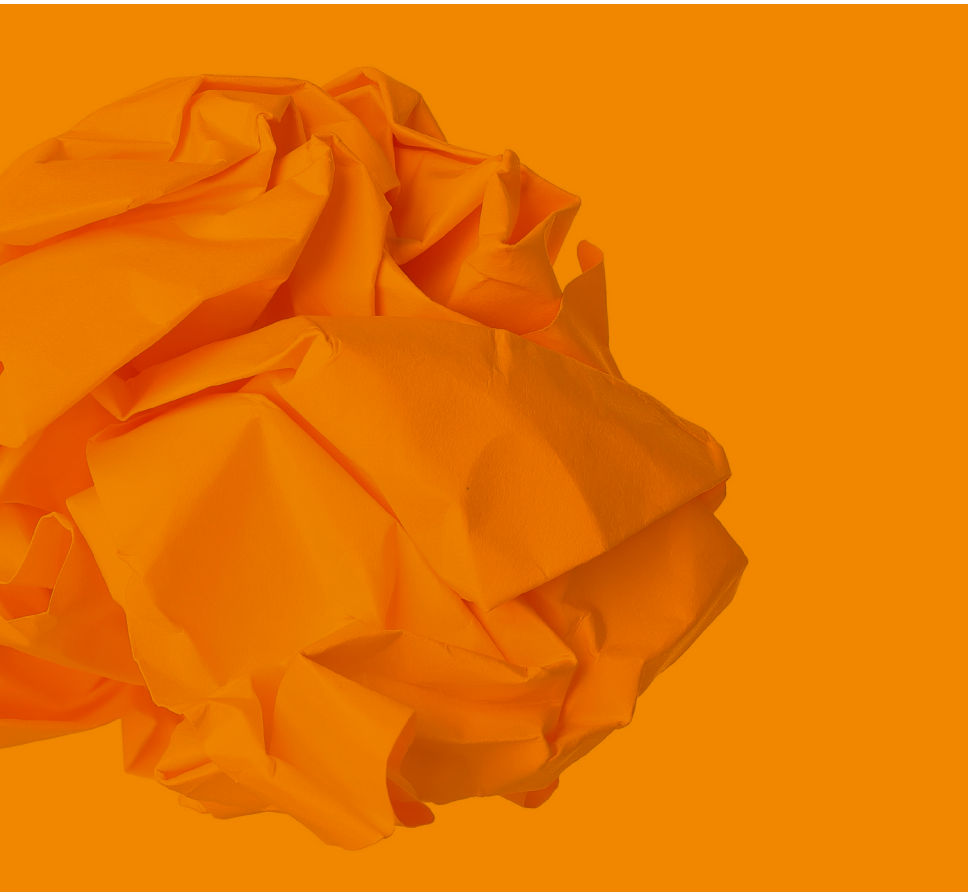
Step 3

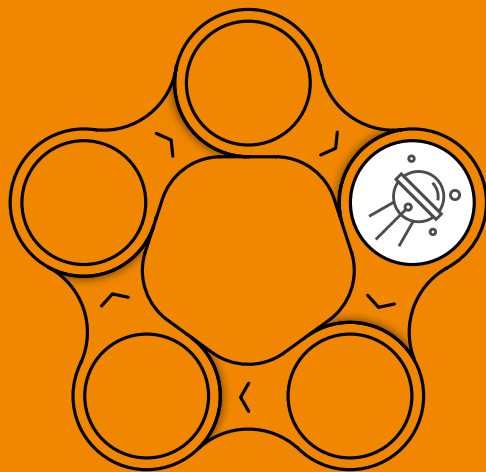
Ask the group if any of these opposites spark ideas that could possibly work in practice. Note them down and build them into stronger solutions.



Why it works

Our brains get bored of thinking of the best, most polished solutions, so this is a good way to release the endorphins that come with laughing and having fun and make the group's thinking more creative.





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