

Safari



What is this?

When your group is in search of highly creative, random ideas, this activity takes the group out of the organisation and into other organisations or situations. They will find inspiration by observing similar challenges in situations that are unrelated at first glance. You can do this for real or imaginary.

How it works

Step 1

Ask your group to start by thinking which sector, company, person, animal, object or situation has solved, or maybe begun to solve, their innovation challenge or a similar one. They will have to think outside the box and perhaps liken their challenge to something else first before they find the answer. E.g. Who has to work on hazardous materials in hard to reach places.

Example 1

When an ice cream company wanted to add a new flavour to their range, they visited a global paint producer. Both companies knew vanilla/magnolia was their best seller and both had the challenge of pushing customers out of their comfort zone.

When the ice cream and paint companies spoke they inspired new ideas for both. The ice cream producer could sell the theatre of customers creating their own ice cream flavour in-store (like a paint mixing machine) to supermarkets, and the paint maker could try adding sprinkles of glitter and other 'toppings' to their paints.

Example 2

Great Ormond Street Hospital doctors were challenged with minimising preventable hospital mishaps when transferring patients from operating theatre to intensive care. Doctors noticed that patient handovers were similar to complex, high-stress, time-critical pit stops in Formula 1.

Observing F1 Pit teams, doctors found surgical teams talked to each other a lot which slowed down and complicated handoffs. The doctors and the race specialists worked together at the Ferrari home base and in the Great Ormond Street Hospital operating rooms and intensive care unit.

The medical team saw that each member of the Ferrari crew was required to do a specific job, in a specific sequence, and often in silence. In contrast, the patient transfer was often chaotic.

The result was a major restructuring of the patient transfer procedure. The medical team compared a total of 50 transfers; half before the new protocol, and half afterwards. Average number of technical errors per transfer fell by 42%, and information errors fell by 49%.

Step 2

The group must then make contact with the inspirational organisation or person and ask if they can talk to them about their challenge, or even better, see their solution in action.

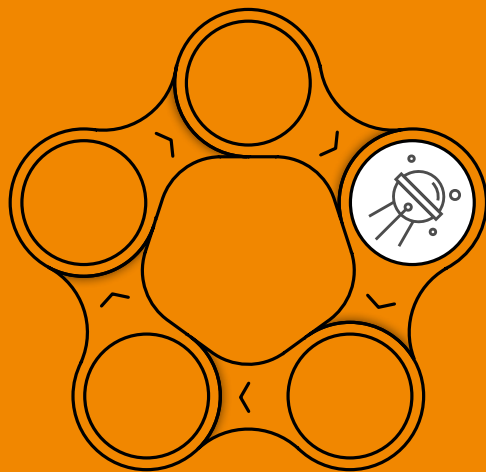
Step 3

Armed with recording devices and note pads, one or all the group go and observe what's going on 'in the jungle'. They must devise open-ended questions and get as much information from the safari as the experts are willing to share. The group must check if any processes or innovations are copyrighted. Then let their insights inspire ideas.

Why it works

By taking a step away from rational thinking and the limits we place on our thoughts, the group is able to open their minds to a new level of creativity.





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