

# Crazy 8



## What is this?

This is a fast way for individual members of the group to push past their initial idea(s) and strive to create eight highly creative ideas. Drawing on everyone's different thinking types, the group will end up with a wide range of rich ideas that approach the challenge from different angles.

# How it works

## **Step 1**

Give each member of the group an A4 piece of paper. Ask them to fold the paper into eight boxes (fold in half lengthways, then in half sideways, and in half sideways again).

## **Step 2**

Set a timer for 8 minutes and ask everyone to write down eight ideas – one per box – to solve the challenge. As the name suggests, this tool is about quieting the inner critic and letting the group be playful, creative, impulsive and impractical. After all, impossible ideas often give way to truly inspired ones.

Use the time to form the ideas as much as possible. Ensure there is an idea in each box! Pens down when the timer goes.

## **Step 3**

Now going around the group, ask everyone to talk about their strongest two (or three, depending on time) ideas. Nominate one person to note down all the ideas.

## **Step 4**

To avoid group members feeling frustrated by so many ideas not being used, collect up the papers with everyone's eight ideas on, and keep them to hand for the Consolidation stage.

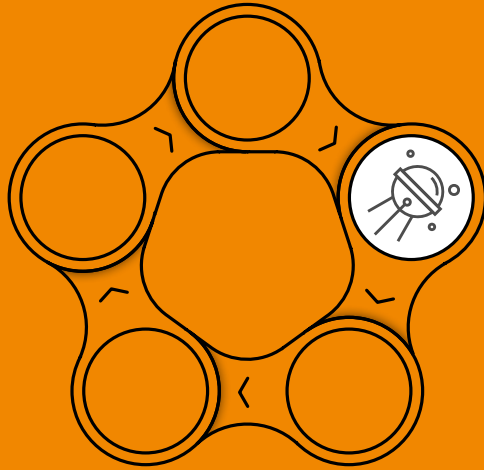


## Why it works

As the Personality Profiling tool demonstrates, there are four dominant types of thinkers. Diversity in our cognition brings different points of view to group discussions so it is vital to capture these contrasts to enrich the group's innovation ideas.

*Hint: To lengthen this activity and produce ideas that are stronger and more developed, after step 2, you can ask the group to get into pairs. Then, by pooling their ideas, choose the strongest four ideas and work together to make them even more powerful.*

*When each pair has finished, ask the pair to share their four ideas with the group with one person noting down all the ideas.*



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