

Does $1 + 1 = 2$?



What is this?

This is a fast and fun way to generate new ideas quickly.

How it works

Step 1

First we need the group to work on their own to generate about 10 random, unrelated words such as beer, deodorant, bike, old, happiness, unicorns, green, etc and note them down secretly. This could be on slips of paper that get put into a hat or everyone screws up each piece of paper and unfolds it at random when requested.

Step 2

Sort all the ideas generated so far into three piles corresponding to the categories.

Step 3

Now taking each benefit/component individually, ask one person to reveal one of their random words. By combining one word and the other word, explore what useful ideas it creates

e.g. Happiness + robotic = a robot that senses sadness in people and tries to cheer them up.

You can enhance the ideas by giving the group time to physically create the idea using craft materials and pitch it for a prize.

Why it works

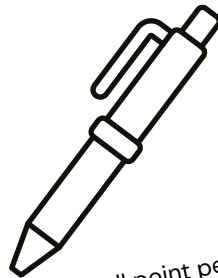
Some of the best ideas come from taking two seemingly unconnected ideas, blending them together and creating a third idea that is helpful in solving the challenge.

Concept 1

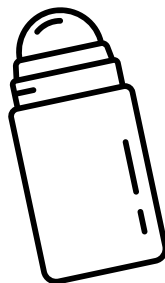


Deodorant

Concept 2



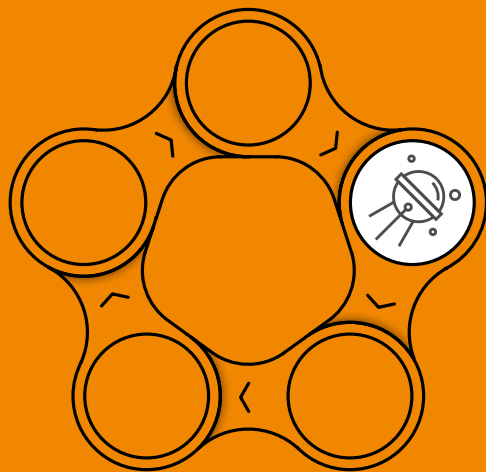
Ball point pen



Roll on deodorant

Concept 3

(New, interesting and rather smart solution!)



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