

# Ideation Workshop

# 3 Ways To Ideate

Here are three very popular ways to ideate in Startup:

1. Brainstorming
2. Company Modeling
3. Mental Triggering

# Brainstorming

This is, a well- known technique initially developed by Alex Osborne in 1939 to improve idea productivity for advertising.

There are several variants to the process. One of the more common approaches is to get a group to call out ideas quickly without analysis or assessment while a scribe writes the ideas down on a flip chart without judgment or comment.

This quick fire ideas scenario overwhelms the slower, logical left brain and gives right brain (creativity) the opportunity to thrive. This way of ideating can produce some successes.

# Brainstorming Downsides

There are 3 potential downsides of Brainstorming:

1. The group tends to be dominated by the extraverts leading introverts or less confident people feeling apprehensive and isolated
2. Free-riding: some people make a conscious decision to minimize their participation often due to “evaluation apprehension”
3. Stress: the technique can, if handled badly, produce excessive stress and inhibit creativity

# Company Modeling

In Company Modeling, you look at a company (or industry) you know well, and have a “problem” with. If you find a company too Slow, too Expensive, too Boring – or doing anything else that makes you (and, ideally, lots of your friends) unhappy, and you wish someone would just “fix” it, you are performing Company Modeling!

To do this, try looking at a company as a set of skills set rather than as an organization that makes a product or provides a service. Doing a “skills gap analysis” of a company usually ushers in lots of new product and/or service ideas.

# Mental Triggering

Mental Triggering happens when a strange sounding word or phrase is introduced into the idea generation process to confuse the logical, rational approach of the left brain.

This gives the more creative and imaginative right brain the window opportunity to visualize the phrase as a potential new product or service within the context of a business.

Strange word combinations are first generated (sometimes with a random word generator) and then presented for discussion.

# Mental Triggering Examples

Here are some examples of what Mental Triggering phrases look like:

1. Lovable and furry service sold into market A
2. Bells and whistles product sold into market B
3. Flowery and bright product sold into market C

Let's Try It!