

IDEATION



Igniting Youth-Driven Innovation

Turning ideas into impactful action



May 19th 2025
Virtual Classroom G.O.A.T. Project

WHAT IS IDEATION ?

The process of generating, developing, and communicating new ideas

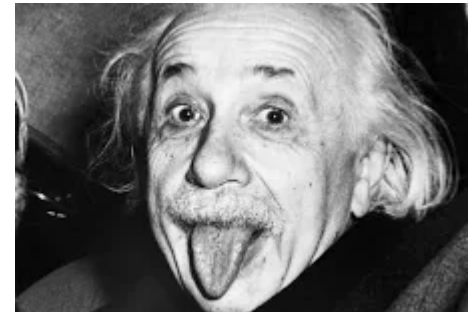
A key step in turning challenges into opportunities

Foundation + Future of any successful youth initiative

What makes ideation important ?

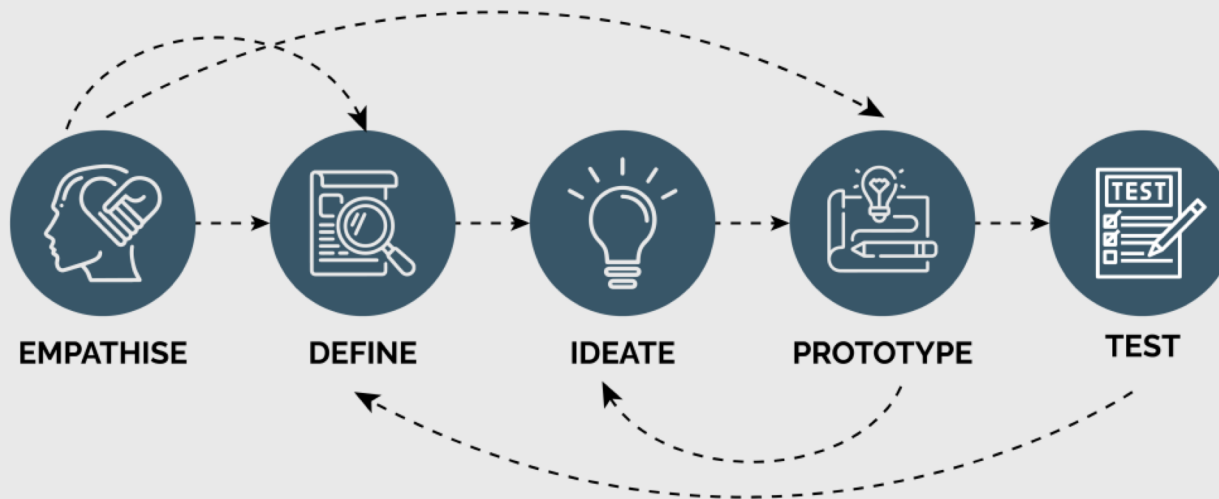
- Employs Creativity
- Fosters Innovation
- Promotes Collaboration
- Includes Problem-Solving
- Enhances Decision Making

Creativity is intelligence having fun – Einstein



AWARENESS AND IMPLEMENTATION OF EACH PHASE IS CRUCIAL FOR YOUR SUCCESS

5 PHASES OF THE DESIGN THINKING PROCESS



STEP 1: EMPATHIZE – START WITH THE PEOPLE

- Combine explorative and practical research
- Interviews; Empathy maps, observations, real voices
- “You don’t know the problem until you hear it lived.”

WHAT IS INNOVATION?

- A new way to solve a problem that matters
- Mix of known ideas in new ways
- Desirable, feasible, viable



CREATIVITY
PROVOKED BY
LIMITATIONS CREATES
NEW OPPORTUNITIES



MANING UNLOCKS LIMITATIONS AND CRETIVITY





CREATIVITY THAT HELPS 😊

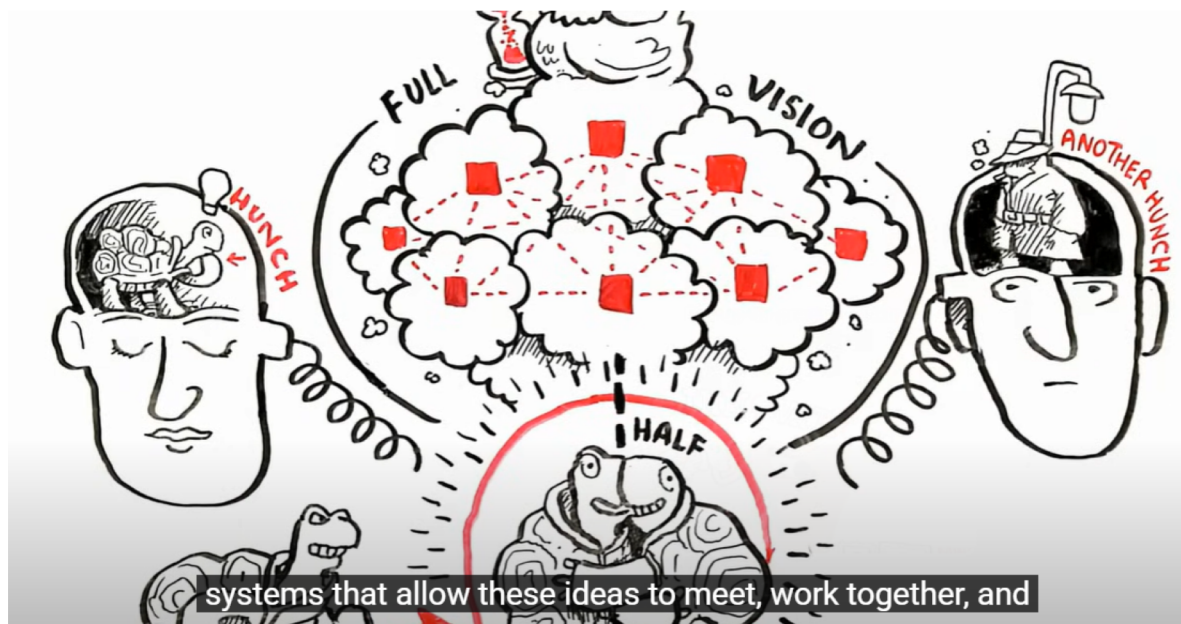


BRAINSTORMING SPARKS CREATIVITY

IDEO's Human-Centered Design & Brainstorming Culture

[ABC Nightline - IDEO Shopping Cart](#)

[WHERE GOOD IDEAS COME FROM](#)



IDEATION TRIGGERS

– WHAT FUELS GREAT IDEAS?

- Constraints (money/time/space).
- Needs and gaps.
- Examples
- Netflix started as a DVD rental service. When postal delays limited delivery speed, they reimagined the whole industry with *streaming*

Airbnb used rent stress to create a global model



WHAT NOT TO DO IN IDEATION

- Fall in love with your first idea
- Judge during the storm
- Skip research
- Ignore your audience

Mistakes are part of the process — learn fast.



BRAINSTORMING

- Creating innovative ideas
- Enables unleashing of the creative powers
- **“Impossible- is-nothing” attitude.**
- Offers freedom and flexibility
- Requires thorough moderation and facilitation
- ONE high potential idea to be designed into a project

**Generate as many
as possible
crazy ideas**



**Goal: Coming up with a desired idea
collectively**

BRAINSTORMING - STEPS

LOCATION

- unusual creative / inspiring spot
- suit the needs and will predispose you to creative work
- quiet
- freedom to move, speak loudly
- convenient (for all materials)

Environment shapes energy



MATERIALS – Be prepared!

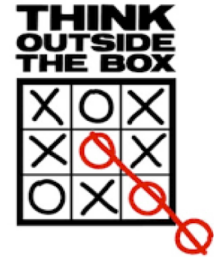
a roll of flip chart papers; colourful markers
post it note; moderation cards
everything else that helps the creative process
& the space atmosphere



BRAINSTORMING - STEPS

CHALLENGE: Encourage playfulness & « crazy ideas »

- letting go of reasoning and control
- role play
- approach the task from different perspectives
- « Impossible is nothing » mindset
- free exploration and experiment with thoughts and ideas



“LIMITATIONS” : Introduce specific challenges or constraints, such as limited time, budget..CONSTRAINTS inspire creative problem-solving and inspires you to think Outside the Box

Yet, it NEEDS MODERATION & FACILITATION. Please watch the video 😊



[Build a tower, build a team | Tom Wujec](#)



BRAINSTORMING TECHNIQUE

6-3-5 Method

- 6 people
- 3 ideas per person
- 5 minutes → ideas circulate and grow
- Results: 108 ideas in 30 mins!



REAL USE:

Used by **IDEO** (creators of Apple's first mouse) for rapid innovation.

<https://www.youtube.com/watch?v=lxDU2lsuqAs>

"Creativity is something you practice, not just a talent you're born with," the authors say. "The process may feel a little uncomfortable at first, but ... the discomfort quickly fades away and is replaced with new confidence and capabilities."



FROM CHAOS TO CLARITY – SELECTING IDEAS



After generating numerous ideas, you need a smart approach and focus:

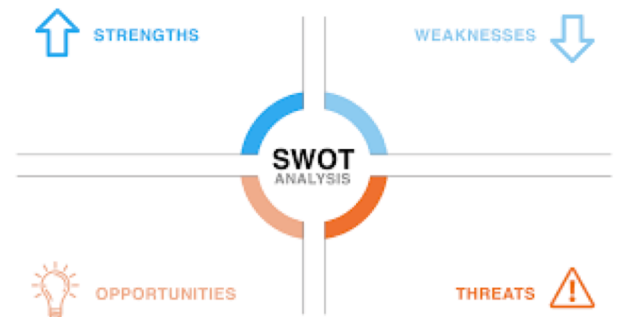
- Idea Scoring (1-5)
- Voting
- S.W.O.T. Analysis

S.W.O.T. ANALYSIS

Turn ideas into plans that move

A tool that can help you to analyze what your organization does best now, and to devise a successful strategy for the future

- Strengths, Weaknesses: **internal** factors
- Opportunities, and Threats: **external** factors



Remember Why:

To gain insights into the current situation and make informed decisions.

INNOVATION FOSTERED BY: ANALYSIS

- Make sense of the data gathered in the research step
 - Organise & Interpret
- Activities:
 - Select analysis method
 - Apply it to the gathered data
 - **Validation / Reality Check**
 - **Discussion of results / conclusions. insights, new ideas**

Must: Time-oriented plan with deadlines



INNOVATION FOSTERED BY: RESEARCH

- Explorative/Theoretical research
- Practical research:
 - interviews
 - observations, etc.

Leading to a deeper investigation and understanding:

- what the problem/challenge really is
- who it is a problem for (target)
- what will happen if this problem/challenge a solution is offered for.



S.M.A.R.T PLAN

or **MAKING YOUR IDEATION ACTIONABLE!**

Provides a **CLEAR ROADMAP** for achieving our Objectives

Focused efforts, efficient resource utilization and systematic approach to reach our goals

RELEVANT



*You can't understand a system
until you try to change it*
– Kurt Lewin

Be the Spark. Test. Learn. Repeat 😊



IDEATION