Ideation Workshop Lesson Plan

An ideation session is designed to guide participants through the creative process of generating business ideas and solutions through group activities and guided brainstorming. Participants are encouraged to develop as many ideas as they can with the support of facilitators, who are also responsible for leading them towards a focal point and further develop one final idea. These sessions are needed to inspire participants, push them to come up with innovative business ideas and get familiar with discussing, developing and presenting their ideas in a pitch format.

Ideation Session Organisation

Ensure there are enough tables in room. Students should be seated in groups of 4 to 6 per table and no more than 40 students per workshop. For larger rooms, it is useful to have a voice amplification for the speaker at the front of the room. A roving microphone is also useful, although we are aware that audio amplification is likely to be unavailable in most instances.

A key requirement is that the tables are far enough apart and the room large enough to allow movement around the room easily by workshop facilitators.

Material needed: tables, chairs, projector/screen, prizes for activities and pitching winners, team building exercise material (e.g. marshmallows, string, tape, spaghetti), potentially microphone.

Workshop Plan Example

An example programme for an ideation workshop of approximately 2.5 hours is provided below.

1. **Introduction:** set the scene, introduce yourself, introduce the purpose of the session and what participants will be expected to do, including pitching by the end of the session
2. **Overview of Creative Spark programme**, Creative Spark Big Idea Challenge, including prizes, and how your Institution delivers the enterprise programme
3. **Icebreaker activity**: any activity that allows the participants to get to know each other and start interacting, not only does this make people feel relaxed but its proven to enhance creativity
4. **Team building activity**: for example, *The Marshmallow Challenge;* it is beneficial to split into groups of 3 or 4 and remain in these groups for the duration of the session
5. **Ideation brainstorming:** Ask who already has an idea and explain they will come up with ideas in groups
6. **Clarify end deliverables**: how many ideas are to be produced? You can focus sessions, for example, ideas only generating solutions in digital innovation or social

impact. Wandering in many directions is what takes up a lot of time in ideation sessions and will reduce the number of ideas to come up with

7. **Ideation process:** Develop ideas in a 4-part process of 1) people/customers 2) problems they face 3) solutions to problems 4) your big idea
8. **Example**: Walk through an example
9. **Idea generation:** Let the idea generation begin! Team to generate 4 different ideas using the 4 points above
10. **Idea evaluation:** Team to vote on favourite solution to become their big idea. Draw boundaries: too much wandering of the mind can minimise creativity, make sure you monitor where groups are at or have other staff supporting the session to help in bringing discussions to a focal point
11. **Pitch builder:** Selected idea to be used in pitch builder which will flesh out the 4 sections above as well as including an intro and a conclusion with a tagline; teams should give their business a name
12. **Preparation for pitch**: once teams have developed content for their pitch, facilitator to share pro pitching tips like 60 seconds, no reading notes, personality, statistics etc.
13. **Practice:** Have teams practise their pitches using content and pitching tips
14. **Present:** Each group delivers their 60 second pitch: feedback is given, and a winner is selected