

Ideation Golden Rules

Many and different heads required

Outsiders are better than insiders

Everyone is equal here

More is more: quantity over quality

Confident not critical

Try plotting ideas on journey maps

Use post-its to move ideas around

Everyone writes

No wrong ideas

Ideas not requirements

Wild ideas are encouraged

Be playful (laugh at least once before you start) and relaxed

Warm up with competition for mad ideas

...or most ideas in 5 minutes

Visualisation/ metaphor is useful

Keep it open! Don't shut down avenues