

Generate New Ideas

Objective

By the end of this activity, participants will:

- Be more creative thinking out-of-the box and being aware and confident with their creative thinking.
- Maintain and create a positive, supportive environment increasing their own self-esteem and energy, and enjoying the personal benefits of committing 100 percent.

Background

It is amazing how many things we take from granted, things that people once considered too bizarre or impossible to actually work. New ideas can seem weird, funny and impractical to the logical or sceptical mind, but when people are willing to see beyond the ordinary, fantastic new products/services, systems and ideas are generated. New ideas are the foundation of an entrepreneurship project. And research suggests that innovators get better with the age...¹

Overview of the Activity

Participants form a circle and, overcoming judgements and being supportive, they come up with a brand new product. They give it a name, a slogan, a jingle, a celebrity and a commercial.

¹ Why Innovators Get Better With Age

<http://www.nytimes.com/2013/03/31/jobs/why-innovators-get-better-with-age.html>

Steps

Instructions (5 minutes)

Have the participants form a big circle and explain that, in a very short amount of time, they will be creating a product from the inception of the idea to the commercial and everything in between.

Tell them they will create the best ad campaign ever made in the entire world:

- They will invent a product
- They will name it
- They will choose a celebrity spokesperson for it
- They will create a slogan, jingle, commercials and anything else they want to add

Rules

Because this campaign is the best ever, there is an important rule:

There are no wrong answers. Every idea will be accepted without judgement and the whole group will go for it and applaud it (clap, cheer, punch the air, etc.).

Rounds (2-3 minutes each)

1. Start by instructing the first person, a brave volunteer, to invent a product that would benefit humanity in some way. For example, fruity-smelling socks. Have everyone applaud the idea.
2. Now that the group has the product, instruct the next four or five participants standing in the circle to each come with a name for it. The names should be all different. Have everyone applaud the ideas.
3. Instruct the next four or five participants standing in the circle to come with as many slogans² as possible. Each participant is responsible for one slogan that everyone else will applaud.
4. Instruct the next four or five participants to create a jingle³. Again, each participant needs to come up with one that everyone else will applaud.
5. Instruct the next four or five participants to each choose a different celebrity⁴ to make a cameo performance as the spokesperson of the product. Remind the group there are no limits. Not even budgetary. Everyone else applauds the proposed celebrities.
6. Finally, instruct the next two or three participants to each create a quick commercial advertisement. Have everyone else applaud the idea.
7. Repeat this round as you would like.

² A **slogan** is a memorable motto or phrase used in a commercial context as a repetitive expression of an idea or purpose, with the goal of persuading members of the public or a more defined target group.

³ A **jingle** is a short song or tune used in advertising and for other commercial uses.

⁴ A **celebrity** is a person who is well known and gets lots of public attention, usually an actor/actress, singer, someone who plays a sport, etc.

Debriefing

The concepts below this activity:

- **Accept every idea.** When we accept and are accepted, our creativity flows. We lose our inhibitions and act spontaneously, overcoming previous barriers. We have greater confidence, which enables us to take greater risks.
- **Recognize the value in every idea.** Every idea has its own value. You never know which one is going to turn out to be the best.
- **Be enthusiastic.** There is nothing worse than creating an idea and having other people criticise it before it has even been explained. Let the idea's creator discover if it is workable and feasible or not. This particular idea might not be the right one, but it might lead to the one that works.

Discussion

You might ask the group the following questions in order to start a discussion:

- *Was the activity difficult? If yes, why? If no, why not?*
- *How did it feel to be so enthusiastic about proposing and accepting ideas?*
- *How will you relate this activity to an entrepreneur?*
- *Where does generating new ideas fit into an entrepreneur?*