

WARMING UP (30 minutes)

1 GENIUSES

AIM: Everybody is creative, so are you!

- Ask the participants:
Who, in your opinion, is a creative genius?
Who, in your opinion, has created brilliant things? (invented, made, done...)
- Write the **names** on a **flip chart**.
- Many (deceased) men: explain that these are only myths and stereotypes, because **everybody is creative**.
- Many people from their environment: explain that everybody is creative, each in their own way.

2 BBE Moments

AIM: Ideas come to you easier and you are more creative when you are relaxed, so also during the workshop.

- Ask the participants:
Which moments inspire your ideas?
(which idea, when and why is not important)
- Write these **moments** on a **flip chart**.
- Try to lead towards the **BBE** moments, namely:
Bed, Bath and Exercise.
- Point out to the participants that they themselves have indicated that they come up with ideas at relaxed moments. Therefore they have to be totally relaxed during the workshop. They cannot be working, they have to have fun.

WARMING UP

3 How do we influence?

AIM: Being focused on the task leads to creative and problem solving thinking.

- Write on the flip chart: How do we influence? In 3 steps:
 - **How do we influence our children? (1')**
Note the answers.
 - **How do we influence our boss? (1')**
Note these answers.
 - **How do we influence our clients? (1')**
Note these answers.
- How many answers did each part score?
- Did they think of their children while you talked about the boss?
- Explain to them that by working this way their **attention** was **only on one aspect** and they were not distracted by other aspects.

4 Short circuit?

AIM: Too strong a focus can lead to task blindness and hinder creativity.

- One by one the participants read the **colours** and **not the words**. This will be difficult.
- Reading is purely automatic and you can't avoid this automatism when you look at a word. You want to put a meaning to the word you have just read yourself. Therefore more time is required to avoid mistakes.
- This is called **interference**: The reading of a colour-word interferes with the stating of the colour.
- During the workshop they have to pay attention to that. All (classic) thinking patterns from before this morning must be forgotten.
- They must rely on their gut feeling to come up with ideas.

ROUND 1: GENERATE IDEAS

1 The rules of the game

- The trainer composes the **duo's/trio's** and assigns them a theme.
- Generate ideas as answers to the central question: **How can we make sure that you come to work with a 😊 and go home with a 😊?**
- Write **one idea** per **post-it** and stick it on your **theme**.
- Write in CAPITAL LETTERS.
- Formulate the idea as CONCRETE AS POSSIBLE.
- You may not JUDGE or CRITICISE other people's ideas.
- COMBINE your idea with other ideas.
- Make other ideas CONCRETE
- Every idea is welcome.

2 Generate ideas

- The teams start **brainstorming**.
- First time – **6 minutes** – then turn.
- They generate new ideas for the theme that is now in front of them – **7 minutes** – then turn.
- **7 minutes** – then turn.
- **6 minutes** – then turn.
- **5 minutes** – then turn.
- **4 minutes** – then turn.
- Everybody is now back at their first theme: they now get another 3 minutes to come up with new ideas for this theme.

3 Reading the ideas

Allow each duo/trio to **cluster ideas with exactly the same meaning from** the segment where they now are. Also allow them time to read the other ideas.

ROUND 2: CHOOSE (30')

1 Fantastic ideas (10')

- Every duo/trio gets **8 orange** and **8 yellow stickers**.
 - **Orange** for creative ideas in the **long term** (more than 6 months)
 - **Yellow** for creative ideas in the **short term** (up to 6 months)
- Each duo/trio divides their stickers over every idea on the board. They can put their stickers on every theme and idea.
- They should vote according to their gut feeling. Which ideas do they really want to see achieved?
- Every duo/trio puts a maximum of two stickers in total on one idea.

2 Popular ideas (10')

- Stick **ideas with 3 or more votes** per theme on a flip chart.
- The **Joker**: the group chooses one idea that must be
- Min. 12, max. 20 ideas in total.

3 Clustering ideas (5')

- Decide with the participants which ideas can be clustered (every idea, orange as well as yellow)

ROUND 3: ELABORATE (45')

1 The TOP 3/5

- **Number** the ideas.
- The participants state their personnel top 3/5. (according to their gut feeling)
- Count how many times each idea received a vote.
- Following the counting of the stripes, the TOP 3/5 ideas are now obvious.

2 Suggested project

- The participants choose which idea they would like to develop.
- Form 3 to 5 groups.
- Each group creates a project fiche.
- Give each group an A4 overview of the fiche and a page from the flip chart, where they can write everything down.
- Each group presents their own project: 3 minutes.

ROUND 4: ARU