

CULTIVATING AN INNOVATIVE CULTURE

with
IDEO'S 7 RULES OF
BRAINSTORMING

in Today's
Workplace Series



Presented By:
Jenny Phrasavath-Hodge

Key Objectives

- building a culture of innovation that delivers more innovative solutions to complex problems
- building a culture of innovation that unleashes the creative potential of everyone in an organization



Building a Culture of Innovation

“Design thinking is a human-centered approach to innovation that draws from the designer’s toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.”

Tim Brown

“This approach, which is known as design thinking, brings together what is desirable from a human point of view with what is technologically feasible and economically viable”

Tim Brown

IDEO's Brainstorming Principles

01

Defer Judgement

You never know where a good idea is going to come from. The key is make everyone feel like they can say the idea on their mind and allow others to build on it.

02

Encourage Wild Ideas

Wild ideas can often give rise to creative leaps. In thinking about ideas that are wacky or out there we tend to think about what we really want without the constraints of technology or materials.

03

Build on the ideas of others

Being positive and building on the ideas of others take some skill. In conversation, we try to use "and" instead of "but."

04

Stay Focused

Try to keep the discussion on target, otherwise you can diverge beyond the scope of what you're trying to design for.

IDEO's Principles for Diving Deep

05

One Conversation at a Time

Your team is far more likely to build on an idea and make a creative leap if everyone is paying full attention to whoever is sharing a new idea.

06

Be Visual

In live brainstorming we write down on Post-its and then put them on a wall. Nothing gets an idea across faster than drawing it. Doesn't matter if you're not Rembrandt!

07

Go For Quantity

Aim for as many new ideas as possible. In a good session, up to 100 ideas are generated in 60 minutes. Crank the ideas out quickly and build on the best ones.

Leading an Innovative Culture

- 1 Listen:** include the team in discussions.
- 2 Asking:** asking their views before making a decision.
- 3 Let Go of Your Ego:** put the spotlight on others.
- 4 Drive Change by Building Trust:** Behave in a trustworthy manner and keep your word.
- 5 After Failure, Focus on the Future not the Past:** find root causes without placing blame. Accept responsibility. Positively move forward.
- 6 Celebrating accomplishments:** Recognizing others both privately and publicly. Acknowledging those who help you.

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