

Ideation Workshop

GUIDELINES

Do's

Capture everything

Encourage participation

Ask clarifying questions

Build off of each other's ideas

Use "yes and" phrasing

Let us know if you're low on energy

Dont's

Evaluate anything

Force participation

Force sequence

Ask judging questions

Worry about barriers

ICEBREAKER (2 min)

- Sam and Gabriel will take turns saying random words on zoom
 - After every word, everyone writes down the first word that comes to mind in the chat
 - You can all be unmuted for this :)

EMPATHY EXERCISE (7 min)

- We will now put ourselves in the shoes of our identified stakeholder group. We are going to go through a series of 5 questions individually and write down bullet point answers

Then...

- We will talk about it as a group after we have thought about each question individually
- More research is needed to understand our identified stakeholder group, but just do the best you can for now.

- Put yourself in the shoes of our key stakeholder group...What qualities would make Two Oceans Foundation a reliable potential organization to partner with?

- What would incentivize you (as a key potential partnering organization to Two Oceans) to invest in Two Oceans' adult education program?

- On the other hand, what may hold you back from investing in Two Oceans' adult education program?

- Would you be able to gain anything from Two Oceans' new adult education program that you haven't been exposed to before?

- What would be your ideal “what’s in it for me” as a potential partnering program to Two Oceans Foundation and their new adult education program?

DISCUSSION (7 min)

- Put yourself in the shoes of our key stakeholder group...What qualities would make Two Oceans Foundation a reliable potential organization to partner with?
- What would incentivize you (as a key potential partnering organization to Two Oceans) to invest in Two Oceans' adult education program?
- On the other hand, what may hold you back from investing in Two Oceans' adult education program?
- Would you be able to gain anything from Two Oceans' new adult education program that you haven't been exposed to before?
- What would be your ideal "what's in it for me" as a potential partnering program to Two Oceans Foundation and their new adult education program?

BRAINSTORMING (15 min)

- Miro Tutorial Navigating

Brainstorming:

- Minimum amount of 5 ideas but add as many as you can to your assigned color card on Miro
- 5 min in: We will provide a tip for you to help you think more creatively and have a better flow of ideas
- 10 min in: We will post some categories to help but **DO NOT CATEGORIZE**

BUCKETING (10 min)

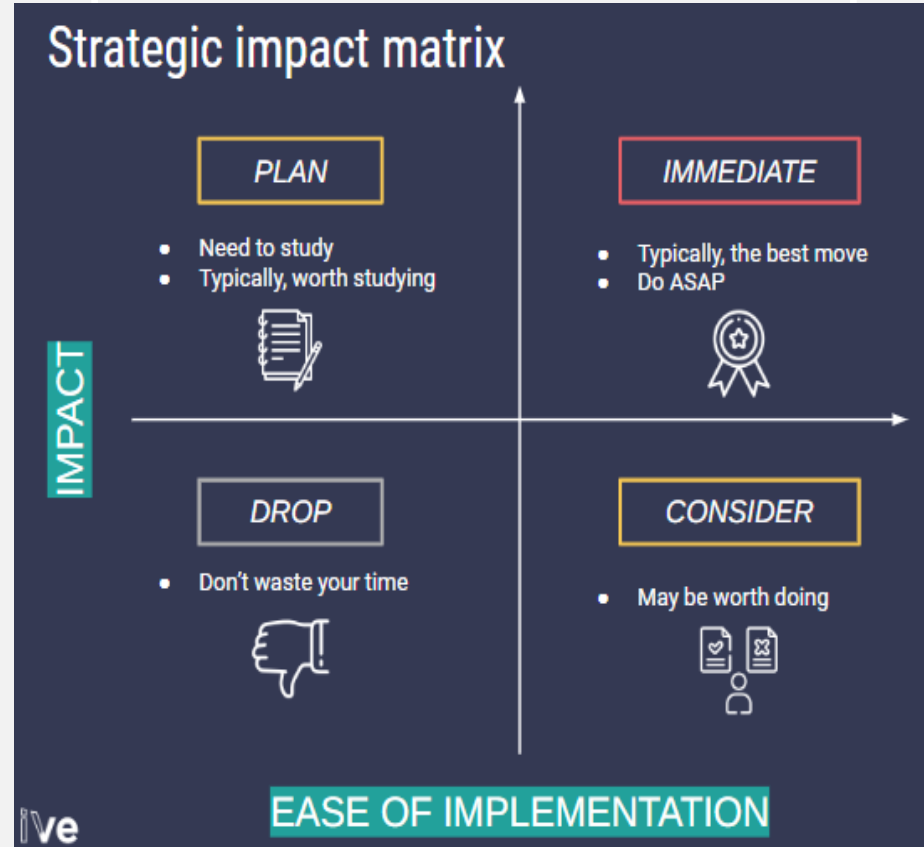
Categorizing ideas into buckets as a team

- Now that we have our ideas from brainstorming, we will need to categorize them into buckets
- We will do this as a team on Miro and ideally try to fit each of our ideas into the buckets we come up with
- Then, we will re-group and condense the ideas

FUNNEL ROUND I (10 min)

Use the **Strategic Impact Matrix** to analyze each of our own ideas.

- Impact includes but its not limited to Negative Impact and Gaps in Learning
- Ease includes but is not limited to Openness to Learn, Resources Required, and Gaps in Learning



FUNNEL ROUND 2 (10 min)

- Move the “Immediate” ideas (top left corner of the matrix) to the fish outline
- Use the scoring system (3 is your favorite, 1 is your least favorite) on your top 3 ideas
- We will present an example
- Ideally 2, max 3 final ideas

Championship Finals

"Alexa, play Final Countdown"

