

# IDEATION

IDEATION is the process of capturing, creating, examining, filtering and prioritising good ideas for commercial development. Ideas are the lifeblood of business innovation and growth. Without the ability to generate and implement new ideas businesses stagnate and quickly become uncompetitive against their more innovative rivals.

## STAGE 1 OF 5

Most businesses have ideas, indeed some have so many they often struggle to prioritise and act on them, whilst others may be paralysed by a few 'zombie' ideas that will neither die or live. There are even the unlucky few who think they have no ideas of any commercial value at all.

Ideation is designed to resolve all these issues, to help filter and prioritise where there are too many ideas, to either bury or resurrect any zombie ideas or to stimulate new ideas where before there were none.

Ideation seeks to facilitate individuals and teams to use both the right (creative) and left (logical) sides of their brains. Ideation promotes lateral thinking in order to solve problems and to find new opportunities. It encourages the breaking out of comfort zones, defying norms and conventional wisdom's and challenging the status-quo.

Ideation doesn't follow a fixed path. It uses various tools and techniques to encourage businesses to chart their own unique course in order to find innovative solutions to their problems and create exciting new business opportunities.

**Example Activities:** Lateral Thinking, Reverse Brainstorm, Six Thinking Hats, Concept Extraction, Random Word and Scamper

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