



SOCIAL
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TOOLS FOR SOCIAL CHANGE



WORKSHEET

GENERATING CHANGEMAKING IDEAS

A worksheet to help you generate and develop new ideas to solve a social or environmental challenge.

THIS WORKSHEET WILL HELP YOU TO:

- ✓ RESTATE THE PROBLEM YOU ARE TRYING TO SOLVE
- ✓ GENERATE MULTIPLE IDEAS FAST
- ✓ MAKE SENSE OF THE MOST PROMISING IDEAS
- ✓ PRESENT KEY IDEAS FOR FURTHER TESTING



ABOUT THE WORKSHEET

You have already found a social or environmental problem you're committed to tackling, began to understand the problem in more depth, and perhaps found a small team of people who are willing to help you with it.

Now comes the really fun part of finding ideas to solve the problem! People LOVE thinking about solutions to problems.

The aim of ideation is to generate a large quantity of ideas that you and the team can then filter and cut down into the best, most practical solutions. And, from there assess the feasibility and work the solution into a more focused campaign, service or product.

The process of ideation will help your team open their minds to new possibilities and allow for experimentation, all while keeping the problem at the front of their minds.

This worksheet will guide you through a rapid and structured team process for generating and building out new ideas.



GENERATING NEW IDEAS

Use this five-step ideation process.

1. Set the Ground Rules

So, let's get going.

Get your team together. Try to involve different people and perspectives from within your team, the people you are hoping to serve, and other supporters or allies. The more diverse the people in terms of background and experience, the better.

Start by describing why you are coming together, how the process will work, and what the ground rules are. Typical ideation principles include:

- Encourage wild ideas
- Build on the ideas of others
- Stay focused on the problem
- Postpone critical thinking and judgement
- Go for quantity and not quality
- Get all ideas out
- Be visual, and use your entire brain
- Listen to other people's ideas

From the outset, reinforce the importance remaining open to new ideas throughout.

2. Frame the Problem

Before launching into ideation, ensure there is a shared understanding of the problem. The problem might be a social or environmental problem facing individuals, families or entire communities. Be precise.

Take time to lay out the problem and present what you know about it. Describe any insights you have gathered from the people most affected by the problem. Provide a concise, one-line Problem Statement to lay down the challenge and focus efforts.

Adequately understanding and defining the problem is a really important starting point. It provides clarity, direction and meaning.



Depending on the situation, you might also want to spend time presenting some different types of projects, campaigns or enterprises that are already focused on solving the problem. This can provide a useful jumping off point for generating ideas, but don't give so much detail as to contaminate the minds of the group.

3. Generate Fast Ideas

Now's the fun part! It's time to generate ideas.

The objective is to generate as many ideas as possible, as quickly as possible. We're going to use Nesta's 'Fast Idea Generator' approach to do this.

Start with the problem and then apply the nine perspectives suggested in the Fast Ideas Generator Grid provided.

You can do this by posting a large grid on the wall or using flipchart paper. Encourage participants to write new ideas on a post-it and place them in the relevant square. Skip squares where they can't come up with ideas. Give them just a short amount of time, and then invite them to have another go, reviewing and building on the ideas of others, writing down more ideas on post-its.

Set the timer and go!



FAST IDEA GENERATOR GRID

Inversion How could you turn common practice upside down?	Integration How could you integrate with other products or services?	Extension How could you extend or enhance a current offer?
Differentiation How could you break apart or segment the offer?	Addition How could you add a new element of value?	Subtraction How could you take something away that is of little value?
Translation How could you adapt practice from another field?	Grafting How could you add a practice from another field?	Exaggeration How could you push something to its most extreme expression?

This exercise will help you look at the problem using different approaches. With it you can come with alternatives that bend, break and stretch the 'normal rules' or established practice in such a way that you can generate many surprising ideas in a short period of time.

Remember, quantity is a condition for quality, so ensure you get all ideas out at this stage. You want to take advantage of having all these bright minds in one room - let their ideas flow!

Also, make sure the group is focused on generating fast ideas, not detailed solutions. We really don't know at this point if an idea will work, so questioning or dismissing it on a feeling or hunch will not be useful.



4. Consolidate the Ideas

It's time now to make some sense of the ideas emerging.

Invite each participant in turn to quickly share their ideas. Continue sharing until all ideas are out on the table.

Take time to review and discuss the ideas. Seek further explanation of confusing ideas. Look at ways of combining duplicate ideas. Discard ideas where they clearly don't have the potential to address the focus problem.

As a group select the most promising ideas to further flesh out into workable innovations.

5. Present the Ideas

Finally, take some time to quickly build out the most promising ideas.

On a clean sheet flipchart paper, work up further detail on each agreed idea:

- Give the idea a title
- Provide a summary description
- Add a drawing to visualise the concept
- Describe why it might succeed and why it might fail
- Outline the 3 key features of the approach
- Describe the boldest most extreme version of the idea
- Add the next step to developing the idea

You can do this in one or more groups, using the Ideas Template provided to present your ideas.



IDEAS TEMPLATE

IDEA TITLE:

Summary Description

Visual Image (Draw It!)

Why will it be successful?

1.

2.

3.

Why will it fail?

1.

2.

3.

Three key features:

Feature 1	Feature 2	Feature 3

The boldest version of the idea:

Next step in developing the idea:



FURTHER INFORMATION

Thanks for taking the time to check out this guide.

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