

Targeted Ideation Frameworks

Tools and Techniques to Spark New Thinking, Identify New Opportunities, and Define Marketing Leading Products

“Ideation” is the process of generating targeted ideas and innovative thinking that leads to new opportunities and valuable differentiating features. These targeted activities are designed to solve customer problems, discover new opportunities, and see valuable trends before competitors. Leaders who have these critical skills are able to develop superior plans that engage customers, generate peer enthusiasm, and position them as innovators.

Managers, marketers, technical leaders and other innovators must learn new methods and have the facilitation skills necessary to successfully execute and lead ideation activities. *Targeted Ideation Frameworks* provides specific methods to build these skills.

You’ll learn critical methods such as:

- How to articulate problems that lead to new thinking and optimal solutions
- The most efficient tools to help teams quickly identify new opportunities and define market leading products and services
- How to facilitate successful ideation sessions

Workshop Description

Targeted Ideation Frameworks provides practical methods and tools to build innovative thinking skills that can be applied in a wide range of situations. The workshop uses an interactive format with step-by-step methods, examples, and plenty of time for hands-on exercises. Participants will also receive an ideation tool book to build on their skills.

This two-day intensive workshop provides participants:

1. A foundation of innovative thinking and how to formulate the right problems and questions
2. Six proven ideation techniques ranging from basic (but powerful) to advanced methods
3. Guidelines and practice in leading efficient, results oriented ideation sessions

This workshop answers the following key questions:

1. What is the range of ideation techniques and which ones are best for which problems?
2. When should ideation techniques be used in a planning process?
3. How do I know how to ask the best questions to drive ideation?
4. What is the value of ideation and when is it the best use of our team’s time?
5. How can I gain peer and management support to conduct ideation activities?
6. Who should participate in ideation activities and who should lead?
7. What are the secrets to facilitate successful ideation sessions?
8. How can I continue to build on the innovative thinking skills I learn?

Who Should Attend?

Targeted Ideation Frameworks is critical for any product, marketing, or innovation leader who is involved with defining new products or identifying new opportunities.

- Product Managers and Marketers who are responsible for the success of their products
- Technical Managers responsible for finding and developing innovative solutions
- Senior Managers who want to spark new thinking with their teams
- Other leaders who want to build more innovative thinking skills

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Course Outline

Day One

Foundations of Ideation Frameworks

1. Getting Started with Ideation
 - Clarifying ideation as a tool
 - When to apply ideation methods
 - Establishing ideation goals
2. Categories of Ideation
 - Lateral thinking
 - Pattern recognition
 - Problem analysis
3. Articulating problem statements
 - Customer problems
 - Market problems
 - Technical problems
 - General purpose ideation starters
4. Exercise: Defining problems to ensure successful ideation

Ideation Techniques and Methods

1. Techniques to dramatically improve products
 - Experience ideation – end to end customer experience visualization
 - Matrix and attribute ideation
2. Techniques to analyze customer problems
 - Problem breakdown and analysis
 - TRIZ - technical problem solving
3. Techniques to identify BIG opportunities
 - Trendeation™ - seeing trends with new ideas
 - Value Chain Analysis – identifying new ways to create value for customers
4. Overview of the range of creative thinking techniques
5. Examples and hands-on exercises throughout the afternoon

Day Two

Day two focuses on applying the methods and skills learned during day one. After a short period of facilitation training, teams will be formed and each participant will have an opportunity to lead an ideation session. Problems can be selected by the participants or from a set of thought provoking problems shared by the facilitator.

Facilitating Ideation Sessions

1. Selecting the right tools for the right problems
 - Goal setting and selection
 - Building the right ideation team
2. Initiating an ideation session
 - Setting the ground rules
 - Successful kick-offs
3. Facilitation skills
 - Staying on track
 - Leading without stifling creativity
 - Stretching participants thinking

Hands-On Practice, Practice, Practice

1. Teams of 6-8 will be formed to practice the learned techniques in short 30-minute ideation sessions
 - A facilitator for each ideation session
 - Problems are articulated
 - One technique for each session
 - Results and learning will be summarized after each session

Building on Ideation Skills

1. Recommendations to continue building ideation and critical thinking skills