Enabling Innovation [Interactive 45 min. Workshop]

Jill Hurst-Wahl
Director, MSLIS Program
Syracuse University
@jill_hw

Agenda

• The environment
• IDEO brainstorming rules
• Learn three brainstorming techniques
• Practice one of the techniques (10 min.)
• Wrap-up & report out (10 min.)

• Slides are on CIL web site & SlideShare
  • Contain additional techniques!

The Environment

• Be picky about the location.
• Give people room to move.
• Give play a chance.
• Have a diverse group.
• Appoint a facilitator.
• Stick to the rules. (next slide)
• Keep notes.
• Limit any parameters.
Brainstorming Rules from IDEO

1. Defer judgment
2. Encourage wild ideas
3. Build on the ideas of others
4. Stay focused on the topic
5. One conversation at a time
6. Be visual
7. Go for quantity

And…
Stick to the rules!
Work quickly.
No idea is refused.

Mind-Storming

What is it? Brainstorming with yourself.

Why?
1) It is the basis for other techniques.
2) Often we only have ourselves.

Example: Mind-storming names for a new library program.

Mind-Storming

How do you lead yourself?
• Give yourself a specific question.
• Give yourself a time limit.
• Focus.
• Stick to the rules.

Let’s try it!
• Mind-storm creative ways of sharing what you learned at CIL.
Long List

**What is it?** You brainstorm as many ideas as possible (100+).

**Why?** The early ideas are the easiest and least creative. Real creativity occurs after the easy ideas have been said.

**Example:** Allow patrons to create their own summer programming.

Brand-Storming

**What is it?** You select a specific brand and brainstorm from that point of view.

**Why?** Provides a different basis for your brainstorming.

**Example:** If Apple, Lego, Disney, or NBA designed a new library, what would it look like? What services would it provide?

Let’s Do It!

<table>
<thead>
<tr>
<th>Group</th>
<th>Style</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Long List</td>
<td>Services for the ESL/ESOL community</td>
</tr>
<tr>
<td>2</td>
<td>Brand-Storming</td>
<td>Workspaces or services for military veterans</td>
</tr>
</tbody>
</table>

Capture your ideas & email to jahurst@syr.edu for sharing out to all CILDC.
Report Out & Wrap Up

- Email your lists to jahurst@syr.edu
- How did the technique help you?
- What hindered you?
- What was your most creative idea?
- What will you take back to work from this exercise?

More Techniques!

Role Storming

**What is it?** You select a specific real or fictional character and brainstorm from that person’s point of view.

**Why?** Frees you to think of wild and imaginative ideas.

**Example:** Brainstorm as Darth Vader, Ron Burgundy, Roseanne Conner, Olivia Pope (Scandal)
Opposites

**What is it?** You consider the exact opposite of what is normal.

**Why?** It provides a different perspective and can spark useful ideas.

**Example:** Rather than a library being a safe place, it is a dangerous place.