

Brainstorming Exercise MT1.2_3: Creative Principles in Action

Objective:

To explore and apply the core principles of creativity in solving a hypothetical challenge.

Materials Needed:

Whiteboard or flip chart

Markers

Sticky notes

Timer

Steps:

Introduction (2 minutes):

Briefly recap the core principles of creativity discussed in the workshop.

Hypothetical Challenge Presentation (3 minutes):

Steps:

1. Introduce a hypothetical challenge or problem statement related to your workshop theme.

For example:

1. "Design an innovative solution to reduce plastic waste in urban areas."
2. "Envision and create innovative tools or methods to enhance remote collaboration, considering the evolving landscape of virtual work and global connectivity."
3. "Develop creative and sustainable alternatives to traditional plastic packaging, aiming to reduce environmental impact and waste in consumer goods."

Attachment to MT1.2_3
Task 2.2



4. "Explore innovative ways to facilitate cultural exchange and understanding in a digital world, leveraging technology to connect people across borders."
 5. "Propose creative solutions to transform the fashion industry into a sustainable and environmentally conscious sector, addressing issues of waste and ethical production."
 6. "Explore creative approaches to redefine and enhance the education system, ensuring it meets the needs of future generations in a rapidly changing world."
2. Individual Idea Generation (4 minutes):

Ask each participant to spend a few minutes brainstorming individual ideas related to the challenge.

Encourage them to apply one or more of the core principles discussed (Divergent Thinking, Curiosity, Resilience, Flexibility, Synthesis, Mindfulness, Collaboration).

Sharing Individual Ideas (3 minutes):

3. Invite participants to share one of their individual ideas with the group.

Emphasize the application of a specific core principle in their idea.

Group Idea Synthesis (5 minutes):

4. Divide participants into small groups (3-5 people per group).

Each group reviews the shared individual ideas and synthesizes them into a collective solution.

Encourage the application of multiple core principles in the group discussion.

Group Presentation (3 minutes):

5. Each group presents their synthesized solution to the entire workshop.

Emphasize the core principles employed and how they contributed to the creative process.

Reflection and Discussion (2 minutes):

6. Facilitate a brief discussion on the experience.

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Ask participants to reflect on the effectiveness of applying core principles in the brainstorming activity.

Conclusion (2 minutes):

7. Summarize key insights from the activity.

Connect the activity to real-world applications and the importance of embracing creative principles in problem-solving.

Tips:

- Encourage a non-judgmental atmosphere during the idea generation phase.
- Emphasize the importance of combining and building upon each other's ideas during group synthesis.
- Use a timer to keep the activity within the 20-minute timeframe.
- This activity is designed to actively engage participants in applying the core principles of creativity to a practical challenge, fostering collaboration, and demonstrating the relevance of these principles in generating innovative solutions.