IB 407 · SLIDE NOTES

Ideation That Goes Somewhere

Each slide is on the left. Type or write your notes on the right. https://julesmorrisphd.com/teaching/smith-gls/ib-407/ideation/



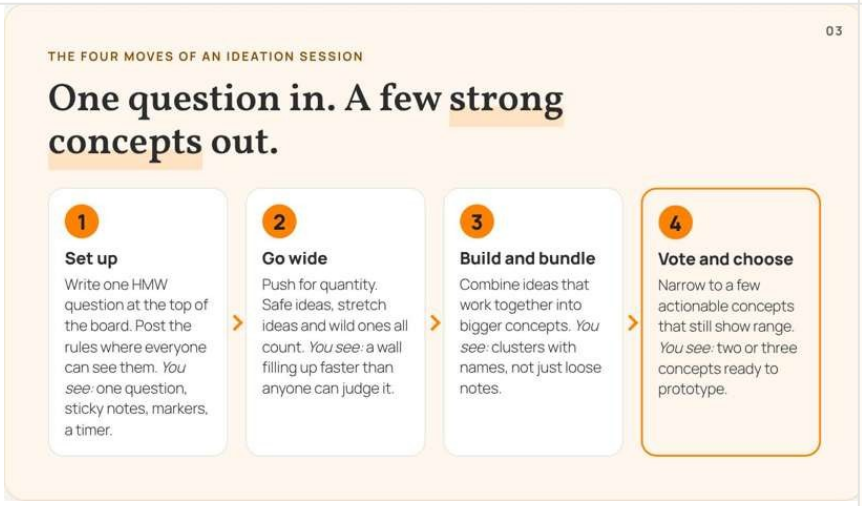
Slide 1

My notes



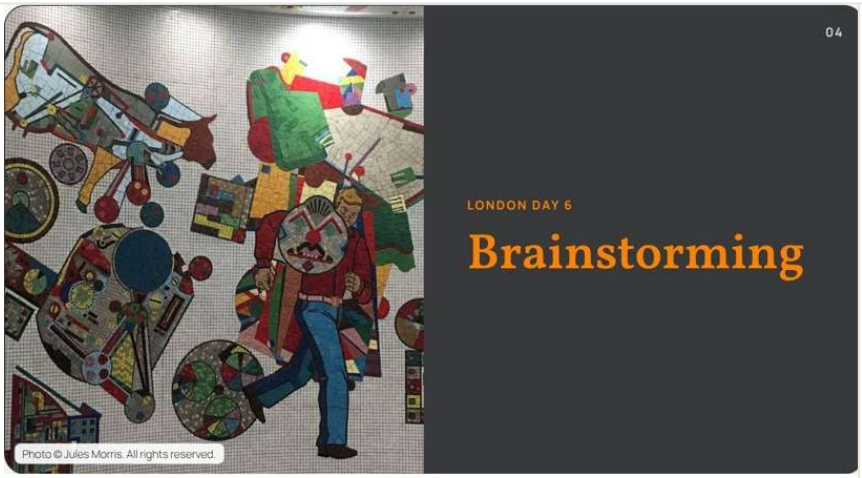
Slide 2

My notes



Slide 3

My notes



Slide 4

My notes

05

BRAINSTORMING RULES

Seven rules for a better storm.

Present the Brainstorming Rules deck below, one rule per slide, then come back here.

Slide 5

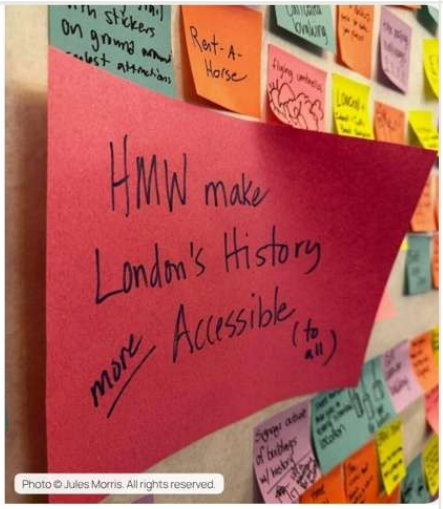
My notes

QUANTITY, THEN QUALITY

Shoot for 100 instead of 10.

Your best idea is rarely your first one. Early ideas are the obvious ones everyone already thought of.

- Tom and David Kelley put it simply in *Creative Confidence*: "shoot for 100 instead of 10."
- Get the obvious ideas out of the way, then keep going.
- Choosing comes after.



Slide 6

My notes

07

BRAINSTORM!

Run it as a team.

1. **Gather** — Around your flip chart. Everyone has sticky notes and a marker.
2. **Post the question** — Put your HMW at the top so everyone can see it.
3. **Capture** — One idea per sticky note.
4. **Say it aloud** — State each idea to the group so others can build on it.
5. **Follow the rules** — Defer judgment, go for quantity and have fun.

My notes

Slide 7

08

WHAT THE FACILITATOR DOES

The facilitator keeps the room moving.

1. **Frames it.** Reads the HMW question aloud and sets a goal, such as 50 ideas in 15 minutes.
2. **Keeps it moving.** Asks people to say the idea as a headline, then write it on one note.
3. **Catches judgment.** Redirects "that's too expensive" into "how could it cost less?"
4. **Feeds new angles.** Tosses in a prompt when the room goes quiet (see the prompts slide).
5. **Calls the switch.** Ends the go-wide round, then starts bundling and voting.

My notes

Slide 8

09

PROMPTS FOR WHEN THE ROOM GOES QUIET

Eight ways to restart the flow.

- **Steal from another industry.** How would an airport, a Formula 1 pit crew or an emergency room handle this?
- **Design for the extreme user.** What would work for the busiest, oldest, newest or most frustrated person you met?
- **Change the budget.** What if it had to cost nothing? What if money were no object?
- **Change the clock.** What could you launch by tomorrow morning? What would take ten years?

⊕ Four more prompts

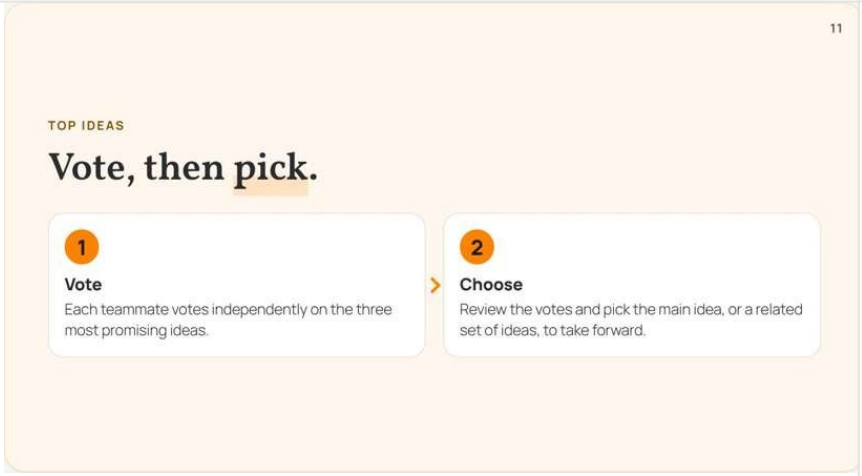
My notes

Slide 9



Slide 10

My notes



Slide 11

My notes



Slide 12

My notes

13

USING AI IN IDEATION

AI adds volume. It never met your people.

The course AI policy allows AI for idea generation, as long as you are open about it, cite it and apply your own judgment.

- AI is good at adding volume and pulling in analogies from other industries.
- It is weak at the part that matters most here: it did not meet the people you interviewed.
- Use it after your own round, not before, so it does not anchor your thinking.
- Mark AI ideas on the wall and note the prompt you used.

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My notes

01

BRAINSTORMING RULES

Seven rules for a better storm.

One rule per slide. Present them before every brainstorm.

Slide 14

My notes



02

RULE 1. DEFER JUDGMENT

No idea gets judged yet.

No idea is a bad idea yet. Save the critique for later.

Photo: Josh Rakower on Unsplash

Slide 15

My notes

RULE 2. ENCOURAGE WILD IDEAS

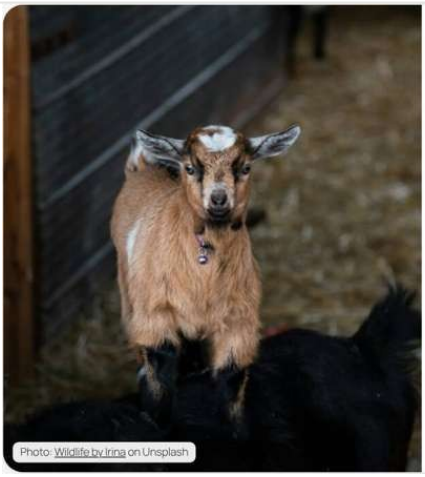
Goats don't belong in trees. Go there anyway.

The wild ones often lead to the workable ones.



My notes

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04

RULE 3. BUILD ON THE IDEAS OF OTHERS

Stand on each other's ideas.

Say "yes, and..." instead of "but."

My notes

Slide 17

RULE 4. STAY FOCUSED ON THE TOPIC

Eyes on the question.

Keep your HMW question in sight.



My notes

Slide 18



06

RULE 5. ONE CONVERSATION AT A TIME

One voice at a time.

Listen to each idea before adding yours.

Slide 19

My notes

RULE 6. BE VISUAL

Show it. Don't just say it.

Sketch it. Stick figures count.



Slide 20

My notes



08

RULE 7. GO FOR QUANTITY

More ideas. Better ideas.

Aim for 100 ideas. Quantity leads to quality.

Slide 21

My notes



Slide 22

My notes