

Leading Creative Ideation

Facilitate breakthrough ideas and solutions, and spark creative momentum.



Crack your head open and release a surge of creative ideas with engaging activities that promote clarity, inspiration, and buzz within your organization. We'll cover methods and facilitation tools to ensure you run fruitful brainstorming sessions, leading your team to more and better ideas. You'll learn to frame the problem you're solving, come up with an exploration strategy, and facilitate the session, giving you and your team new ways to get inspired and energized when looking for solutions.

YOU'LL WALK AWAY KNOWING HOW TO:

- + Facilitate effective brainstorming sessions
- + Set the right tone, making it safe to take risks and think outside the box
- + Choose the right ideation tools and methods to achieve the outcomes you desire
- + Use a variety of stimulus methods to spark an abundance of fresh ideas
- + Evaluate and prioritize ideas
- + Spread inspiration

"I discovered a whole world of brainstorming tools beyond just throwing ideas at a wall to see what sticks."

COST

Public: \$1800 per person
+ \$61.95 Eventbrite fee

For corporate pricing, e-mail
training@cooper.com

LENGTH

2 days

IDEAL FOR

Managers or practitioners who want to strengthen their facilitation and ideation skills, and foster a more creative culture.

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Course Topics

- + Set the stage for ideation: tips to set the tone, normalize risk and open minds
- + Where ideation fits in the design process
- + Ideation methods: reframe the problem, use stimuli to prompt lateral thinking, and collaborate to build off each other's ideas
- + Facilitation tips to lead workshops and manage common challenges and personalities
- + Evaluation methods: come to agreement when many ideas are on the table
- + Put it all together: Create a draft plan for an ideation workshop of your own



You'll practice using How/Why Laddering to ensure your team is focused on the right problem in brainstorming sessions.



Try out tools like stimulus and collaborative sketching to trigger out-of-the-box thinking.

QUESTIONS?

E-mail us at training@cooper.com
or call **415-267-3500**



Practice facilitating the use of evaluation tools to guide decision-making.

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