

IDEA GENERATION

DESCRIPTION OF SESSION

In this session, participants will learn about idea generation, which is the process of constructing the idea, innovating the concept, developing the process, and bringing the concept to reality.

CATEGORY

- Business
- College and Career Prep

OBJECTIVES

By the end of this session, participants will be able to:

- Generate ideas using entrepreneurial thinking skills such as challenging assumptions, creating value, defining and communicating results, and forming and working in teams.

SUPPLIES

- Beach ball
- Flipchart or whiteboard (if available)
- Paper
- Markers
- Common everyday items (see Activity 2)

ADVISOR NOTE: Text in italics should be read aloud to participants. As you engage your post in activities each week, please include comments, discussions, and feedback to the group relating to **Character, Leadership, and Ethics**. These are important attributes that make a difference in the success of youth in the workplace and in life.

ACTIVITIES

Opening Activity

Beach Ball Toss

The group's goal is to hit the beach ball 100 times in a row without it falling to the ground. In addition, each team member must hit the ball five times, but no one can hit it twice in a row. If the ball hits the ground or someone hits it twice in a row, the group must start over. The group may exceed 100 hits if that's what it takes to have everyone hit the ball five times.

ADVISOR NOTE: Each group will creatively determine the best process or method that will help them achieve the goal. It is valuable to let the group struggle with different methods so they can figure out among themselves what works best. There's no one best answer. Let the group work until the members have achieved the goal.

Activity 1

Generating Ideas

Ask Explorers to brainstorm products used today that are based on very simple ideas. List the products or items on a flipchart or whiteboard. Examples might include: Build-A-Bear, Pillow Pets, pizza scissors, scrunchies, Snuggies, or charity wristbands.

Allow time for Explorers to identify an existing value, or benefit, for each item listed on the flipchart. Using the information they share, initiate a discussion about generating ideas.

Activity 2

Reinvention

Place several common, everyday items on a table, such as:

- Folder
- Hair tie
- Eyeglass or sunglass case
- Plastic container with lid
- Empty water bottle
- Eraser

Divide participants into teams of two to four. Each team will choose a team name and then select one item from the table for which they will determine at least two new uses. The new uses may involve a slight alteration of the original product. For example, the color of the item may change or pieces of the item may be removed.

Have each team make a three-minute presentation to the larger group on the “new” items. The presentation should include a name for the new item; the purpose of the new item; the value, or benefit, created by the new item; and marketing strategies to ensure consumer acceptance.

ADVISOR NOTE

Some sample questions are below. They are designed to help the participants apply what they have learned to their own interests. You are welcome to use these questions or develop your own questions that relate to your post or specific focus area.

REFLECTION

- *What is the new value of an item that has been reinvented?*
- *How can a reinvented item that generates a new use lead to an entrepreneurial opportunity?*
- *Why did your team select the specific item for Activity 2?*
- *What process did the team implement to complete this task?*
- *What did you learn about innovation by completing this activity?*
- *How does innovation impact our daily lives?*
- *Why is this topic important?*

ADVISOR AND OFFICER REVIEW

After the meeting, address the following:

- Identify what was successful about the meeting.
- Identify what needed improvement.
- Schedule an officer and Advisor planning meeting to prepare for the next post meeting or activity.