

White Space Ideation.

Innovation boost.

The Question.

2 and a half-day workshop, which is going to be a first step in an innovation project. The output of this step should be: to have 8 proposals that are worth and promising enough to work out. Keeping in mind that the total outcome of the project (workshop) should be: one product that generates profit on the short run and a continuous flow of profit on a longer term.

When is the workshop successful?

Regarding the level of content.

The participants have to come up with proposals in which they have sufficient faith to continue the following stages of the project. Working on these proposals will create business opportunities.

The participants have to convince peers and managers (of different levels) on the business opportunities of a product proposal.

The final outcome, the proof is a product that people, organisations want to buy and pay for.

Conviction

This workshop is built on a conviction. When creative, competent, bright young people of all disciplines are being put together in a facilitating environment with a goal-directed process they will come up with unknown, promising proposals. This conviction has his roots evidence based in the social sciences.

Basic Process Lines for the design of the workshop.

The content line: there are two lines to explore:

The exploration of human behavior in different live settings;

The exploration of the world of technology, present and future technology invented in own laboratories.

The working process line: to explore are;

The enabling conditions, tools, knowledge, practices;

How to overcome blockades?

The line of the Personal Set up and Talents: to explore are;

The strengths;

How to unfreeze and avoid blockades.

Design of the workflow of the workshop.

Preparation in the **month before** the workshop.

On the talent line:

Filling up the MBTI questionnaire. Sending in and getting feedback on working process and talent profile.

Filling in the Competence Profiler. Feedback. Content Orientation profile.

On the content line:

Selecting one of their ideas they like themselves from which they are convinced that this idea is not rewarding; that is to say that they believe no one will buy this future product

Reading: "the history of glass".

On the work process line:

Preparation of a presentation of 5 minutes at the meeting. They have to tell their MBTI profile, their talents as shown in the Competence model and the previously mentioned nice idea -no one would pay for-.

Workflow of the workshop.

Welcome and presentations on the questions: What are we going to do? Who are we? What will be the output; what is the outcome of this step? How is the process designed that will lead us to the outcome?

Presenting oneself in the unknown. The prepared personal presentations.

Exploring the unknown:

The persons someone works with. Every one talks for 15 minutes with two other people.

Goal in this talk: Questioning and testing the first ideas.

Exploring the definitions of "the space in between". What do you consider as important to explore? Testing the ideas in groups of four. Presentation to all. Gathering all the definitions. The preferences.

Contrasting with the known. Presentation on present dominant interpretations of the known business. Is the unknown beyond the area of the known?

In the end: **Setting the criteria for a "good proposal"**

Groups of 4 people selected on a same profile on

the MBTI come up with lists of criteria. Gathered in the group as a whole.

Contrasted with the criteria management sets for a "good proposal" at this stage of the process.

The Quest for the Grails

Exploring the space of human behaviour. In groups of 4/5 selected on functional diversity. Work process enabling: The MBTI profiles translating in role contributions. Lecture and creating a working organisation. The work process on idea generation. Lecture and preparation.

Exploring the human behaviour space by the groups in a room of 50*50 meters. Here are 40 human models (dummies) presented that represent all sorts of human activity in the private life, working life; alone; diverse. A group of actors create life around the dummies. Participants are participating in creation of life. To imagine actions of people in work and daily life. What tool could be of more help or could lead to more joy? Groups organise themselves to the stages: generating ideas; gathering ideas. Measuring the attraction of the ideas. (No selection)

Exploring the technology. In the hall 50*50 now are 40 products broken down into components. Each group has a square of 2*2 to create new tools with the available

existing components. The goal is to come up with new addable components. After that all the ideas are gathered and evaluated on their attraction.

Creating the treasures. The groups start combining their ideas of the quest into proposals to work on. All ideas are in the treasure box.

Clearing the mind before entering the phase of the selection. Participants mix up and go to: de Rijksmuseum; or het Van Goghmuseum; or Nemo; or the boxing school “Albert Kuip”.

Each group now takes the criteria in their mind and starts the selection process. First the in-group selection to 4 proposals. One member is in favour of a proposal and three have to give the minus points.

The preparation of the presentation to other groups. The peer audit. The concept for the presentation is: “the medium is the message”. How to use the medium to support the proposal?

Groups present four ideas to one other group. Comments of the other group are input for the self-selection of two proposals to be presented in the finals.

The final presentations. The audience is divided into two groups. One group comments on each proposal with constructive suggestions. The other group lays open the weak points and unanswered questions.

The ranking. Each individual gives a ranking to all the proposals. This gives a total ranking of ideas. Time is open for bids on the winning proposal in the end.

Closing statements. Information on the proceedings.

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