

THP452 BRAINSTORMING/IDEATION GUIDANCE

First: Do *not* have an end goal in mind of determining one great venture. Instead, you are to come up with at least FIFTEEN venture ideas for EACH of the three prompts that follow.

Second, obey these guidelines for brainstorming:

1. Suspend judgment (really, I mean it)
2. Avoid killer phrases (like “are you sure?” delivered with a raised eyebrow, as that implies judgment)
3. Encourage freewheeling
4. Quantity over quality (really, did she say that? Yes! Generate A LOT of ideas, we’ll cull them later; FORTY-FIVE is a minimum)
5. Cross pollinate the ideas – let them feed off of each other

Third: Your inventory of means is the foundation for your creative venture ideas. You developed this inventory in class: who you are, what you know, and whom you know. There’s a lot of talent, skills, abilities *in the room with you*; build your venture ideas on them.

PROMPT #1. COGNITIVE COMBINING

Combine two or more of the knowledges/skills/abilities to define an arts-based venture.

PROMPT #2. PROBLEM FORMULATION

Consider an obstacle or condition in your community you would like to solve. Share the problem with the group and consider how can the means listed [who you are, what you know, who you know] on your inventory be deployed in an enterprise to solve the problem?

PROMPT #3. PASSIONS

Look at the list of class “passions.” How can you connect the means in the room to realize one or more of these passions?

One last thing: HAVE FUN!