

TIME	TITLE	DESCRIPTION	ADDITIONAL INFO
00:00 5'	Warming up: Apples and Oranges	<p>Deck needed: Animal cards.</p> <ul style="list-style-type: none"> Let each participant draw a Animal card. Ask them to think of a characteristic that they have in common with this person and give an example when they have made use of this trait. 	<p>Note: This method could also be used with character cards.</p> <p>More information about the method: https://www.brainfueltool.com/methods/apples-and-oranges/</p>
00:05 5'	Warming up: Association Chain	<p>Deck needed: Random card.</p> <ul style="list-style-type: none"> Draw a random card from a deck of your choice. Make sure everyone knows what the card is. Ask the participants what their first association is with this card and write that down. Continue to make new associations with each new word until the given time is over. 	<p>Note: You could also make it a game by making the time period shorter and asking the participants how many associations they made at the end of this time period. The person with the most associations wins.</p> <p>More information about the method: https://www.brainfueltool.com/methods/association-chain/</p>
00:10 10'	Ideation: Braindump	<p>The braindump is used to clear your mind of all ideas that might be cluttering your Innovative mind.</p> <p>Task:</p> <ul style="list-style-type: none"> Write as many problem solving ideas down as you possibly can for the following problem: <p>What might your Design Factory be in 10 years' time?</p>	<p>Note: Make sure to write down each idea on separate post it notes.</p>
00:20 20'	Ideation: Brainwriting	<p>Deck needed: All card desks.</p> <ul style="list-style-type: none"> Let everyone make a chain of 4 post it notes. Make the problem clear to everyone. Problem: What might your Design Factory be in 10 years' time? Let each participant draw a random card and challenge them to solve the problem with the help of their card. Write down these ideas separately on the 4 chain post it notes that they have made. Let the participant stick a fresh post it note on the bottom of their chain and pass this chain counter clockwise. Let the participants read the ideas of the person before them and give them space to add new ideas. Let each participant draw a fresh card and add new ideas to the post it chain. When it's time to rotate make sure everyone puts a fresh post it note on the end of the chain. Continue this process until everyone gets the own post it chain back, 	<p>Note: Make sure that the rounds aren't too long to keep the creativity flowing. (3-5 minutes is the sweet spot.)</p> <p>More information about the method: https://www.brainfueltool.com/methods/brainwriting/</p>
00:40 20'	Ideation: Transporter	<p>Deck needed: Location cards.</p> <ul style="list-style-type: none"> Let each participant draw a Location card. Ask them: "If your Design Factory was relocated to a different location how might that look like in 10 years 	<p>Note: Make sure to write down each idea on separate post it notes.</p>

time?"

- Example: Your problem was relocated to Japan and they solved it by using giant robots as promotion.

01:00
30'

**Selection:
Naming and
Framing**

Task:

- Ask the participants to search for patterns in the cluster of post it notes.
- Search for Ideas with are similar or have the same principals as each other.
- The moment the team finds 3 or 4 mutual ideas put these post it together and give that category of post its a matching title.
- Ask the participants if they see any other post its that would also fit very well in this category.
- Let the participants start new categories of ideas until they are all grouped together.
- Let the team pick 1 or 2 categories of their liking, make sure it's something they would love to develop further.

Notes: Give the categories crazy titles to boost moral and make the final choice easier.

01:30
0'

Feedback

We would love to hear your feedback on the session!

Head to brainfueltool.com/idfw2018 to fill in our survey.

Hope to see you there!

01:30

TOTAL LENGTH: 01:30

MATERIALS:

- Markers x 5 in [Warming up: Association Chain](#) | [Ideation: Braindump](#) | [Ideation: Brainwriting](#) | [Ideation: Transporter](#) | [Selection: Naming and Framing](#)
- Post it notes x 5 in [Warming up: Association Chain](#) | [Ideation: Braindump](#) | [Ideation: Brainwriting](#) | [Ideation: Transporter](#) | [Selection: Naming and Framing](#)

Brain Fuel Session (Basic) - block details

00:00
5'

Warming up: Apples and Oranges

Deck needed: Animal cards.

- Let each participant draw a Animal card.
- Ask them to think of a characteristic that they have in common with this person and give an example when they have made use of this trait.

ADDITIONAL INFORMATION

Note: This method could also be used with character cards.

More information about the method:

<https://www.brainfueltool.com/methods/apples-and-oranges/>

GOALS

Get to know your teammates with surprising new insights.

00:05
5'

Warming up: Association Chain

Deck needed: Random card.

- Draw a random card from a deck of your choice.
- Make sure everyone knows what the card is.
- Ask the participants what their first association is with this card and write that down.
- Continue to make new associations with each new word until the given time is over.

MATERIALS

- Markers
- Post it notes

ADDITIONAL INFORMATION

Note: You could also make it a game by making the time period shorter and asking the participants how many associations they made at the end of this time period. The person with the most associations wins.

More information about the method:

<https://www.brainfueltool.com/methods/association-chain/>

GOALS

Kickstart your brain and make association upon association.

00:10
10'

Ideation: Braindump

The braindump is used to clear your mind of all ideas that might be cluttering your Innovative mind.

Task:

- Write as many problem solving ideas down as you possibly can for the following problem:

What might your Design Factory be in 10 years' time?

MATERIALS

- Markers
- Post it notes

ADDITIONAL INFORMATION

Note: Make sure to write down each idea on separate post it notes.

GOALS

The braindump is used to clear your mind of all ideas that might be cluttering your Innovative mind.

00:20
20'

Ideation: Brainwriting

Deck needed: All card decks.

- Let everyone make a chain of 4 post it notes.
- Make the problem clear to everyone. Problem: What might your Design Factory be in 10 years' time?
- Let each participant draw a random card and challenge them to solve the problem with the help of their card. Write down these ideas separately on the 4 chain post it notes that they have made.
- Let the participant stick a fresh post it note on the bottom of their chain and pass this chain counter clockwise.
- Let the participants read the ideas of the person before them and give them space to add new ideas.
- Let each participant draw a fresh card and add new ideas to the post it chain.
- When it's time to rotate make sure everyone puts a fresh post it note on the end of the chain.
- Continue this process until everyone gets the own post it chain back,

MATERIALS

- Post it notes
- Markers

ADDITIONAL INFORMATION

Note: Make sure that the rounds aren't too long to keep the creativity flowing. (3-5 minutes is the sweet spot.)

More information about the method:

<https://www.brainfueltool.com/methods/brainwriting/>

GOALS

Write your ideas in silence, trade 'em around and improve together.

00:40
20'

Ideation: Transporter

Deck needed: Location cards.

- Let each participant draw a Location card.
- Ask them: "If your Design Factory was relocated to a different location how might that look like in 10 years time?"
- Example: Your problem was relocated to Japan and they solved it by using gaint robots as promotion.

MATERIALS

- Markers
- Post it notes

ADDITIONAL INFORMATION

Note: Make sure to write down each idea on separate post it notes.

01:00
30'

Selection: Naming and Framing

Task:

- Ask the participants to search for patterns in the cluster of post it notes.
- Search for Ideas with are similar or have the same principals as each other.
- The moment the team finds 3 or 4 mutual ideas put these post it together and give that category of post its a matching title.
- Ask the participants if they see any other post its that would also fit very well in this category.
- Let the participants start new categories of ideas until they are all grouped together.

MATERIALS

- Post it notes
- Markers

- Let the team pick 1 or 2 categories of their liking, make sure it's something they would love to develop further.

ADDITIONAL INFORMATION

Notes: Give the categories crazy titles to boost moral and make the final choice easier.

GOALS

Discover patterns and similarities in your idea cluster to create bigger and enhanced ideas.
