

Entrepreneurship Curricula

Idea Generation Techniques

1. Brainstorming

Successful brainstorming generates massive quantities of diverse and sometimes fantastic ideas. Fantastic ideas are good during brainstorming, not bad. You want a high quantity of ideas during brainstorming, not quality. There will be plenty of time later to dissect and analyze.

Effective brainstorming can take place in groups or individually. Some of the ideas submitted to a brainstorming session may seem off the wall initially. After consideration these may turn out to be perfectly good business ideas.

Rules for Effective Brainstorming.

- Do a practice run to warm up the mind. For example, how many uses can you think of for a cardboard box?
- Assign one person in your group to write down ALL of the ideas that are generated by the group, no matter how wild or wacky they are.
- Remember that all suggestions, no matter how silly they may seem, should be included on the written list and members of your group should give their suggestions as they come into their heads.
- The quantity of ideas is better than the quality of ideas.
- The wild and stranger the better.
- The whole group should let their minds flow and wander and come up with as many ideas as possible over a period of about 20 minutes – the aim is to generate as many ideas as possible.
- At the end of the brainstorming session:
 - Go through the list.
 - Identify which ideas may be possible and which ones are not possible to take further.
 - Start to brainstorm the positives and negatives of each idea that you think you could take further.
 - Then choose one idea (go to www.studententerprise.ie for some examples of possible ideas for products/services).

YOUTHPRENEURS-LEARNING BY DOING

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WORKSHEET NO.1

POSSIBLE BRAINSTORMING IDEAS

IDEAS	Which ideas are possible? ✓ or X	Advantages/positive impact of this idea	Disadvantages/negative impact of this idea

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WORKSHEET NO.2

IDEA GENERATION REPORT

1. Explain the process used to explore ideas for your product.

2. Why do you think the method chosen actually worked?

3. On what basis did you decide on the final product or service?

4. What challenges does your choice of product present to you and your team?

5. What skills did you learn in the process?
