

I03 – Training package for social and green NGO leadership

Modul 4: Idea Generation and Evaluation

Unit 1: What are methods to generate ideas?

Unit 2: What are evaluation methods to rate and assess the generated ideas

Prepared by UPB



NGEnvironment

Foster European Active Citizenship and Sustainability
Through Ecological Thinking by NGO's

Erasmus+ Programme - Strategic Partnership
AGREEMENT N°:
2018-1-DE02-KA204-005014

Learning Outcomes

The aim of this module 4 is to introduce you to idea generation and evaluation. The learning outcomes can be defined as follows:

- ❖ Understanding the importance of idea generation
- ❖ Creating an inventory of idea generation methods
- ❖ Learn skills in order to rate and assess the generated ideas
- ❖ Learn evaluation methods for generating ideas



Agenda

Unit 1: What are methods to generate ideas?

1.1 Importance of idea generation

1.2 Methods to generate ideas

Unit 2: What are evaluation methods to rate and assess the generated ideas

2.1 Importance of evaluation methods

2.2 Evaluation methods

1.1 Importance of idea generation



“Ideas are the key to innovations.

**Without an idea-
none company starts!
Without further ideas -
none company exist!”**

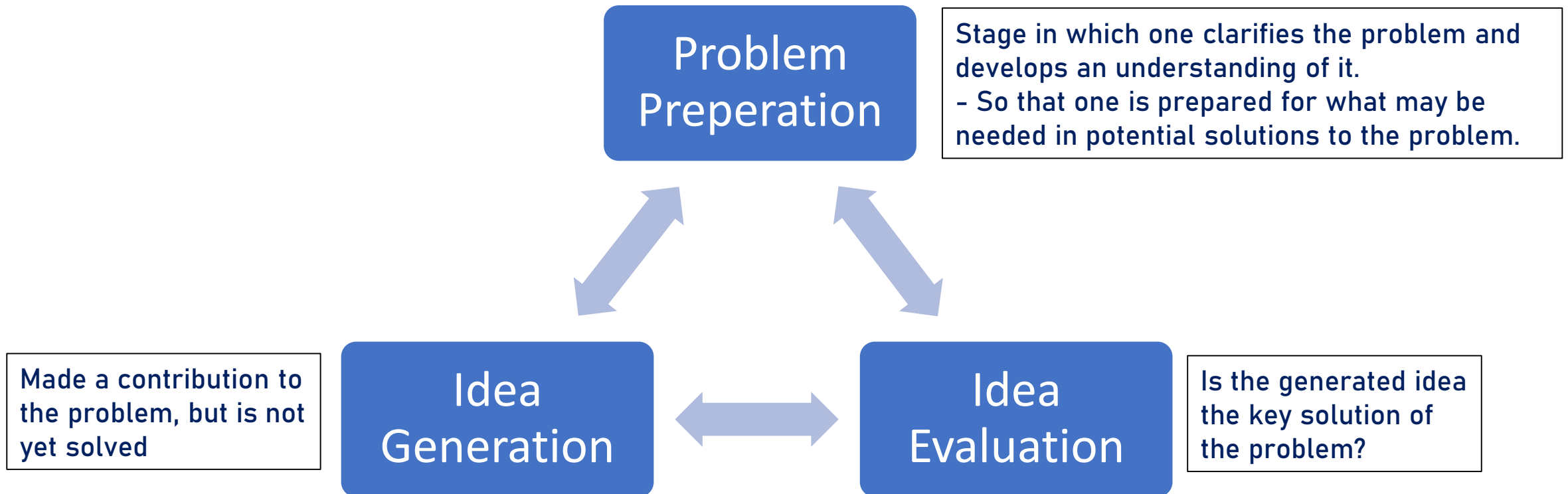
Schneider, J. (2020), University of Paderborn



Online:
https://upload.wikimedia.org/wikipedia/commons/thumb/1/10/Pictofigo_-_Idea.png/220px-Pictofigo_-_Idea.png; CCBY-SA

1.1 Methods of idea generation

Generic Creative Process Model adapted from Warr and O'Neill (2005)



1.1 Methods of idea generation

Task

- Where do you want to travel?
- Do you have a map?
- Is there just one road?
- Who goes with you?
- Are there some stumbling blocks?
- ...

Problem
preparation



TASK!

Please think about your
company!

With which problems do you
struggle in your daily
business? Please try to
describe this problem,
based on the hints of the
last chart!

1.1 Methods of idea generation

Smith G. F. described and analysis 172 idea generation methods

small excerpt of
the study

Category	Device	Description	Technique
Interpersonal Strategies	Group Interaction (28)	Verbalize thoughts in a group so one person's ideas prompt others.	Brainstorming (Osborn, 1963)
	Nominal Group (11)	Generate and share ideas silently within a group.	Brainwriting Pool (Warfield et al, 1975)
	Dialectic (1)	Conduct a debate between opposing sides on an issue.	Lion's Den (Higgins, 1994)
Special Resource Strategies	Checklists (19)	Use an established set of ideation prompts to generate alternatives.	Manipulative Verbs (Koberg & Bagnall, 1974)
	Outside Sources (6)	Solicit ideas from outsiders and established idea sources.	Tell Me Stranger (Koberg & Bagnall, 1974)
Stimulation Tactics	Personal Experience (2)	Involve the problem solver experientially in the situation.	Experience Kit (Higgins, 1994)
	Elaboration (1)	Enrich the problem situation to provide idea generation material.	Storywriting (VanGundy, 1988)
	Changing Environment (5)	Mentally or physically leave one's normal thinking environment.	Get Out of Town (Koberg & Bagnall, 1974)



1.1 Methods of idea generation

Task



TASK!
Watch the video
and take some
notes!

<https://www.youtube.com/watch?v=yAidvTKX6xM>

1.1 Methods of idea generation

Task

A deeper insight
into the methods

Pressimist Vs. Optimist	Randomness
Break & Bulid	Right Braining
Provocative Actions	Mind Mapping

TASK!

What are the main criterias
of this methods?
Compare your notes with
these ones of your partner



1.1 Methods of idea generation

H5P

1.1 Methods of idea generation

Disney method

- ❖ One problem but 3 perspectives
- ❖ complex creativity strategy: group uses specific thinking styles in turn
- ❖ involves parallel thinking to:
 - ❖ analyse a problem,
 - ❖ generate ideas,
 - ❖ evaluate ideas,
 - ❖ construct and critique a plan of action.

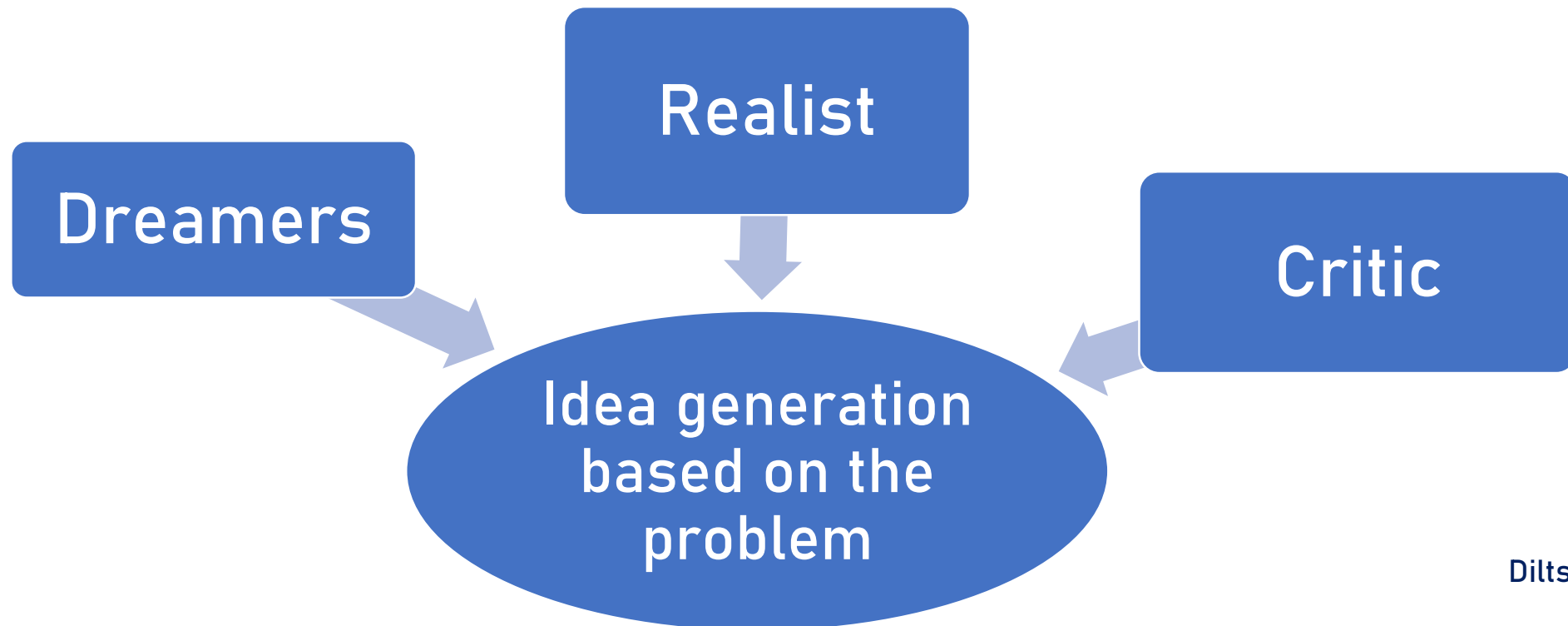


Source: Gullah, <https://pixabay.com/de/photos/disney-luftballons-minnie-maus-680246/>

1.1 Methods of idea generation

Disney methode

❖ One problem but 3 perspectivs



Dilts, R. (1994)

Unit 2: What are evaluation methods to rate and assess the generated idea

2.1 Importance of evaluation methods

Evaluation (is)

- involves collecting and analyzing information about a program's activities,
 - characteristics,
 - and outcomes.

- About being open to continuing feedback and adjusting your program(s) accordingly.
 - 3 main types of evaluation methods are goal based, process based and outcome based.

(Patton, 1987).

Unit 2: What are evaluation methods to rate and assess the generated idea

2.1 Evaluation methods

Task



Idea #1
Idea #2
Idea #3
Idea #4



<https://www.youtube.com/watch?v=ZdsNljHPdxw>

TASK!
Watch the video and
take some notes!



Unit 2: What are evaluation methods to rate and assess the generated idea

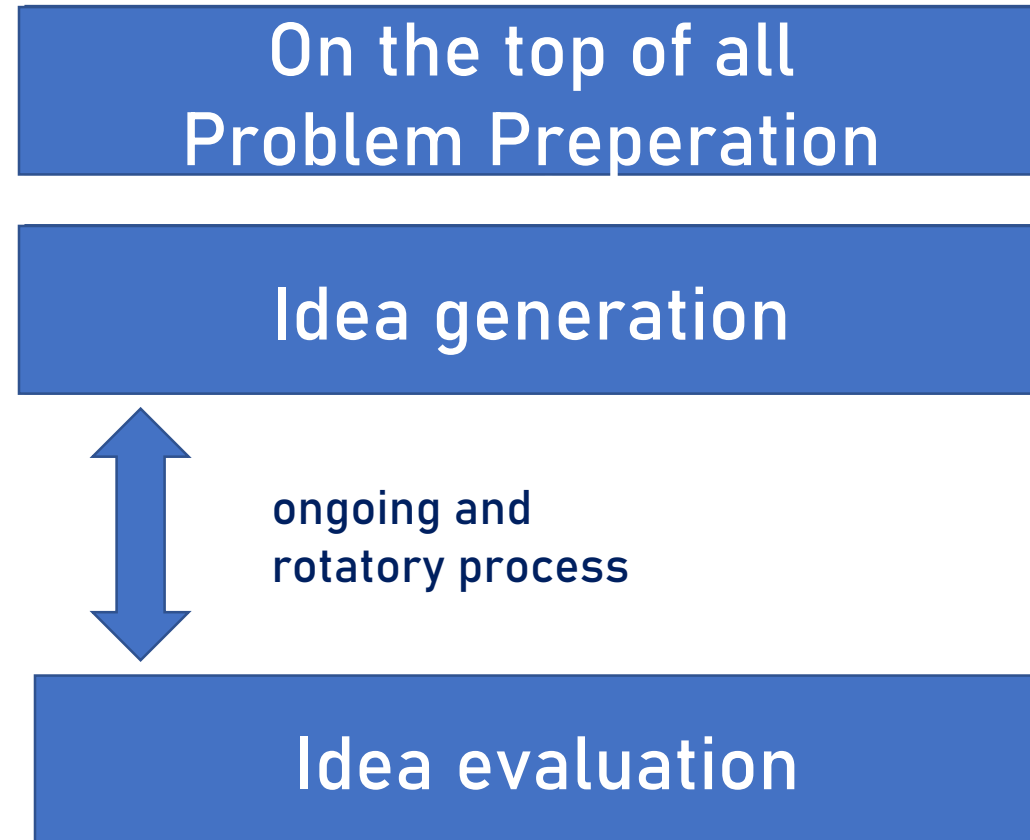
Task

TASK!

1. What methods do you already used to evaluate your idea?
2. Which evaluation methods shows the video?
3. Which one did you already know?
What is new and why is it useful for you?

2.1 Methods of idea generation

Summary



Dilts, R. (1994)



2.1 Evaluation methods

H5P

Thank you very much for your attention!



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Sources

- ❖ Warr, A., O'Neil, E. (2005): Understanding Design as a Social Creative Process. Conference: Proceedings of the 5th Conference on Creativity & Cognition, London, United Kingdom, April 12-15, 2005. Link:
https://www.researchgate.net/publication/221629731_Understanding_Design_as_a_Social_Creative_Process/references
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- ❖ Osborn, A.F. (1957): Applied imagination (1st ed.) New York: Scribner's.
- ❖ Patton, M.Q. (1987). Qualitative Research Evaluation Methods. Thousand Oaks, CA: Sage Publishers.
- ❖ Dilts, R. (1994): Die Veränderung von Glaubenssystemen: NLP Glaubensarbeit (Deutsch) Taschenbuch – 1. Januar 1994 , Junfermann Verlag; Auflage: 6.

Online Source

- ❖ <https://www.youtube.com/watch?v=ZdsNljHPdxw>
- ❖ <https://www.youtube.com/watch?v=yAidvTKX6xM>