

I03 – Training package for social and green NGO leadership

Modul 4: Idea Generation and Evaluation

Unit 1: Which are methods for idea generation?

Prepared by UPB



NGEnvironment

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

Erasmus+ Programme - Strategic Partnership
AGREEMENT N°:
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Learning Outcomes

The aim of this module 4 is to introduce you to idea generation and evaluation. It highlights the importance of distinguished competences to generate ideas based on a adequate inventory of methods!

The learning outcomes can be defined as the following ones:

- ❖ Understanding the importance of idea generation
- ❖ Create an inventory of methods to generate ideas
- ❖ Learning skills to rate and asses the generated ideas
- ❖ Evaluation methods for generated ideas

Agenda

Unit 1: Which are methods for idea generation?

1.1 Importance of idea generation

1.2 Methods to generate ideas

Unit 2: Which evaluation methods do exist to assess and evaluate generated ideas?

2.1 Importance of evaluation methods

2.2 Evaluation methods



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Module 4

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Unit 1: Which are methods for idea generation?

Task



TASK!

Why is it so important to generate ideas in a NGO?

Online:
https://upload.wikimedia.org/wikipedia/commons/thumb/1/10/Pictofigo_-_Idea.png/220px-Pictofigo_-_Idea.png
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1.1 Importance of idea generation

Task

“Ideas are the key to innovation.

Without an idea...

no company will start!

Without further ideas –

no company exists!”

Schneider, J. (2020), University of Paderborn



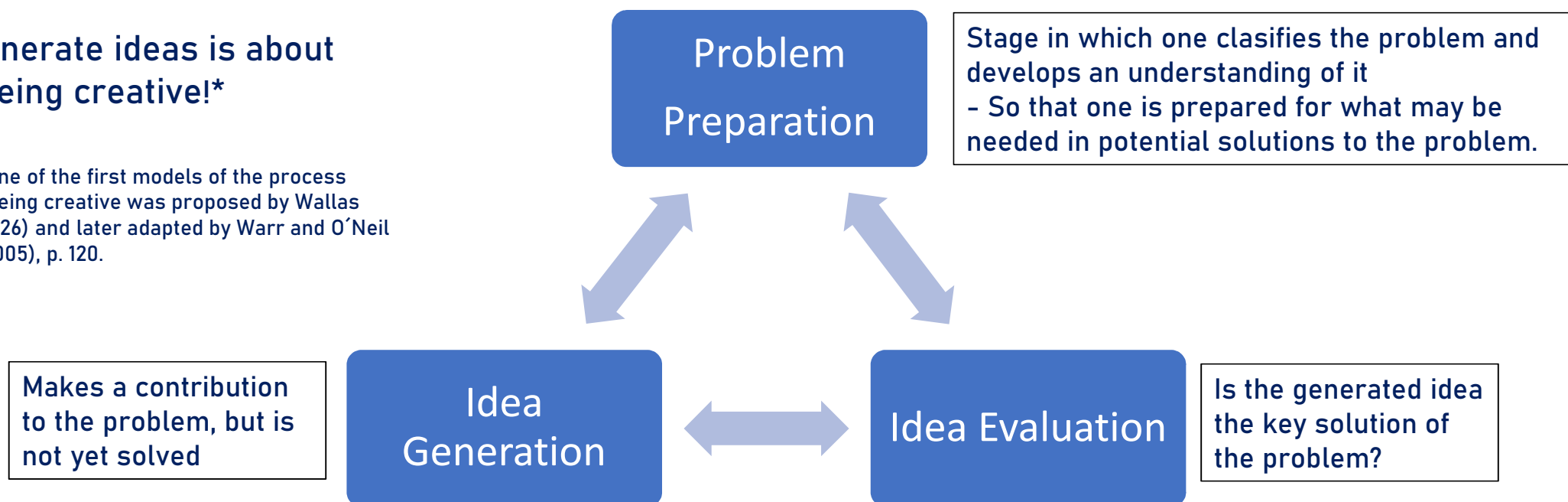
Online:
https://upload.wikimedia.org/wikipedia/commons/thumb/1/10/Pictofigo_-_Idea.png/220px-Pictofigo_-_Idea.png; CC BY-SA

1.1 Methods of idea generation

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

Generate ideas is about
being creative!*

*One of the first models of the process
being creative was proposed by Wallas
(1926) and later adapted by Warr and O'Neil
(2005), p. 120.





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1.1 Methods of idea generation

Task

- Where do you want to travel?
- Do you have a map?
- Is there just one road?
- Who will accompany you?
- Are there any stumbling blocks?
- ...

Problem
preparation



Warr and O'Neil (2005), p. 120

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TASK!

Please think about your
company!

What problems do you have
to deal with in your daily
business? Please try to
prepare for this problem by
following the hints of the
previous figure!

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https://live.staticflickr.com/3726/12165120593_d220bba31f.jpg

1.1 Methods of idea generation

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

- ❖ 50 idea-generation devices of three types – strategies, tactics, and enablers – were identified and organized in a formulary
- ❖ Formulary is fielded into 4 column: Category, Device Description and Technique
- ❖ He distributed the 50 devices to 13 categories

small excerpt
from 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

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1.1 Methods of idea generation



172 idea generation methods jump the frame



Focus on common and easy to implement
idea generation methods

Brainstorming
(Osborn, 1963)

Brainwriting Pool
(Warfield et al,
1975)

Mind Mapping
(Buzan, 1983)

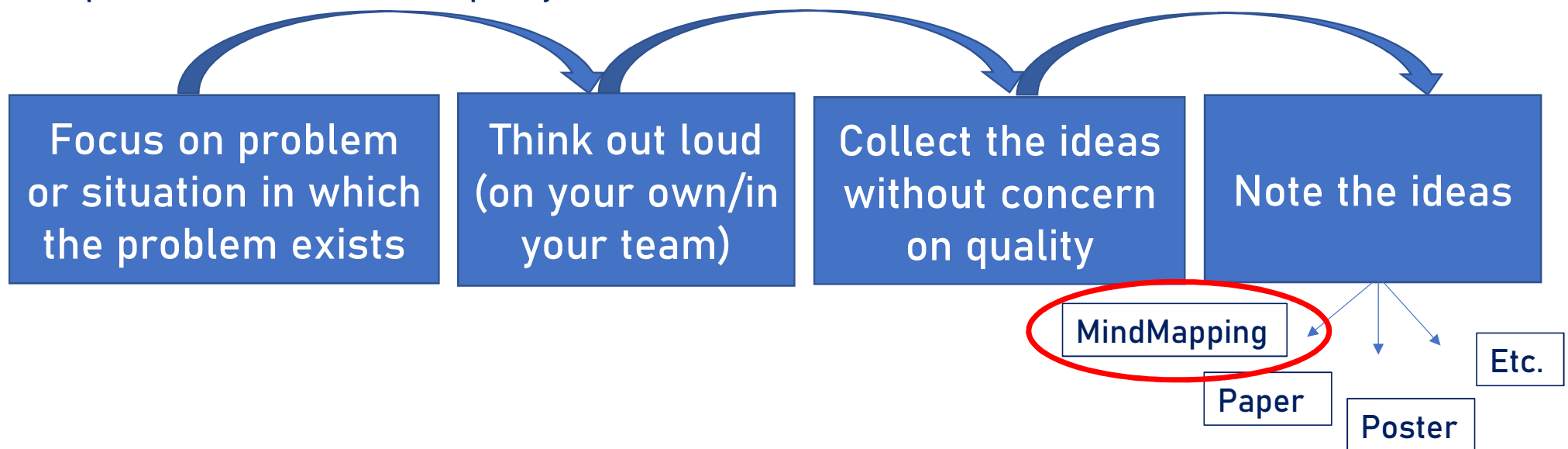
Provocative
Actions (de Bono,
1992)

1.1 Methods of idea generation



Brainstorming (Osborn, 1963)

- ❖ Encourage to generate as many ideas as possible without concern quality



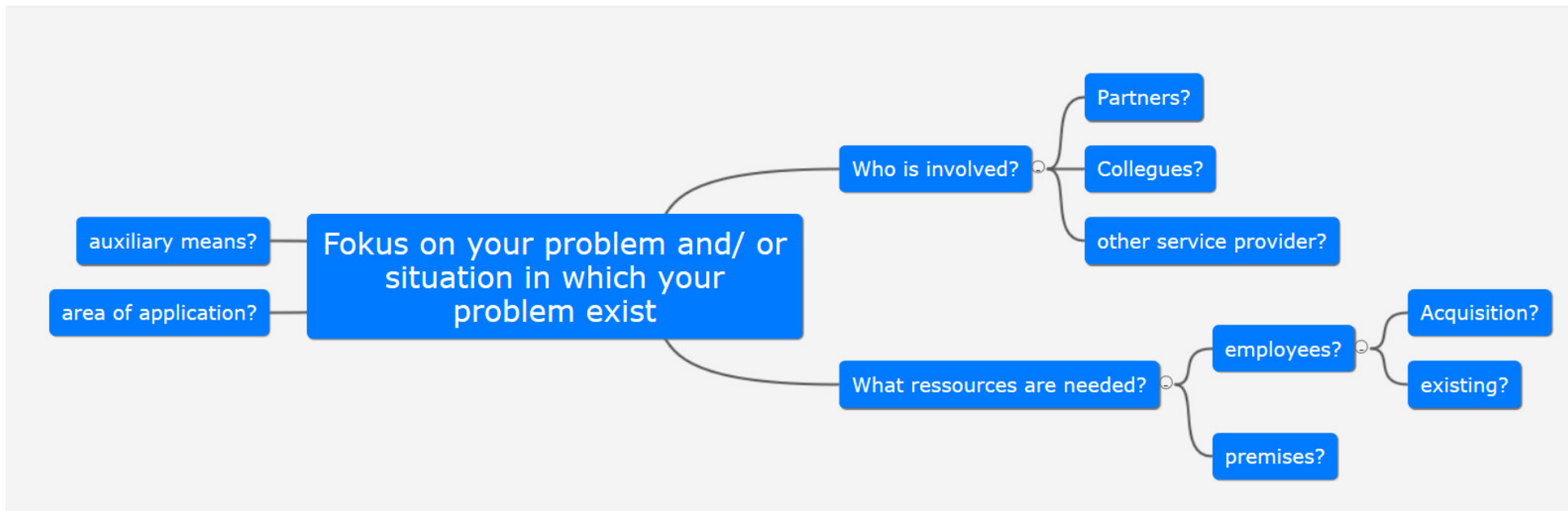
1.1 Methods of idea generation



Mind Mapping (Buzan, 1983)

- ❖ Make ideas visible in a graphic configuration.

<https://mind-map-online.de/>



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 criteria
of these methods?
Compare your notes with
the notes of your partner.

H5P-Task

NGEnvironment- IO3- M4- Task 1.1

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Submitted by NGEnvironment on Fri, 01/31/2020 - 16:14

Which statements of methods of idea generation are correct?

- ☐ This method is an idea generation method: Push & Pull.
- ☐ In order to generate ideas a lot of creativity is needed.
- ☐ This method is an idea generation method: Break & Build.
- ☐ The idea generation solves a problem.
- ☐ The problem preparation is a stage in which one clasifies the problem and develops an understanding of it .

[✓ Check](#)

1.1 Methods of idea generation

Disney methode

- ❖ 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.

Dilts, R. (1994)

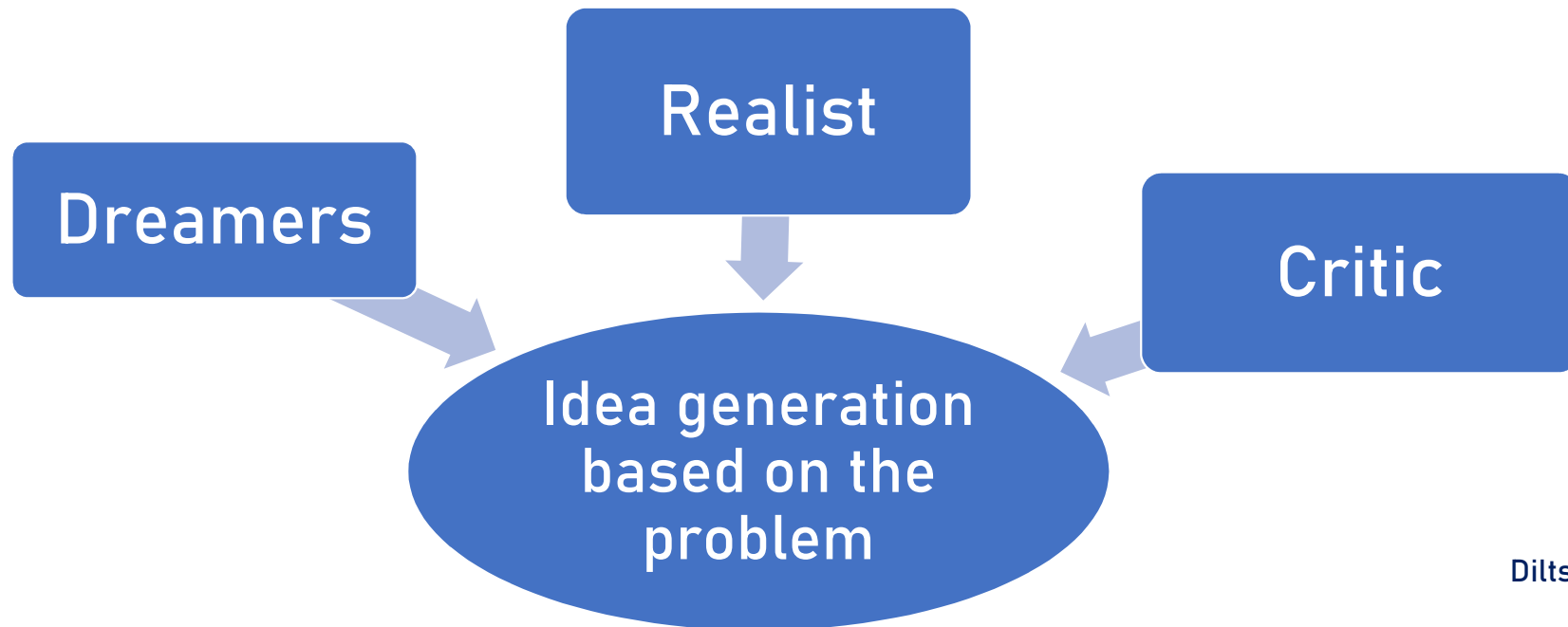


Source: Gullah, <https://pixabay.com/de/photos/disney-luftballons-minnie-maus-680246/>

1.1 Methods of idea generation

Disney methode

❖ One problem but 3 perspectives




Dilts, R. (1994)

H5P-Task

Thank you for trying out H5P. To get started with H5P read our [getting started guide](#).


In the following statements about the Disney method are shown. Choose whether you agree with the statement or not. If you agree with the statement, answer with Yes, if you do not agree with the statement, answer with No.

1 / 6



The Disney method uses 3 perspectives in order to solve a problem.

Your answer



This method is creative and complex and uses three groups with specific thinking styles in turn and involves parallel thinking to: analyse problem, generate ideas and evaluate ideas.

Your answer

Progress bar: 100% (green bar)

Navigation: Previous, Next, Home, Search, etc.

Thank you very much for your attention!



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Sources

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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>