



**IDEAS
BLITZ** TOOL

Date:.....

Participants:.....

Challenge:.....

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IDEASBLITZ

A breakthrough creativity & productivity tool for individuals & groups

GET THE APP!



STEP 1: START

Every individual working by themselves aims to create 9 initial thoughts, ideas or solutions in 2 minutes (capture in the inner circles). Creating quickly will stop you filtering your ideas and to get started.

STEP 2: ENHANCE

The next step is to build on the initial ideas. The aim is to build, expand or improve on all of these ideas. Think 'Yes And' not 'Yes But' (capture in the outer bubbles).

STEP 3: CONNECT

Try and combine different thoughts to create a bigger idea or solution (either through logic or random pairing).

STEP 4: EVALUATE

Select a criteria and quickly evaluate each idea (and connected ones). The criteria should flow from the challenge (score from 1 to 10).

If you are working in a bigger group have each pairing or smaller group present their best ideas to each other. Aim to build an even better idea or solution.

STEP 5: ACTION

Take the best idea(s) and develop a 9 point action plan.

What is an Ideas Blitz?

A Blitz is a short, fast, semi-structured creativity & productivity tool you and/or a group can use everyday.

Ideas Blitz can help you and others become more energized, confident and stop procrastinating.

How to run an Ideas Blitz (5 steps)

These are suggestions only. Based on our experience the Start stage is the only fixed one.

You may do 1 or all 5 steps depending on the challenge.

The Challenge

The specific problem, opportunity, issue or decision to be Blitzed.

When can you Blitz?

An Ideas Blitz can be used for any problem, opportunity, issue, or decision. In fact, any time you feel stuck and/or want a new set of ideas, solutions or options – fast!

It can be used by yourself, with a partner or as part of any group or brainstorming process.

For many organizations & groups 'let's Blitz it' has become part of a smarter way of studying and working.

More information

For more information on Ideas Blitz or creativity & innovation more generally – contact Dr. Ken Hudson:

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www.ideasblitz.com



* This template and 5 step Blitz Process remain the property of Dr Ken Hudson and cannot be replicated or copied without his express written permission.



9 POINT ACTION PLAN

Date:.....

Participants:.....

Challenge:.....

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8.

9.

7.

1.

Our Best Idea or Solution is:

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6.

2

5.

4.

3.