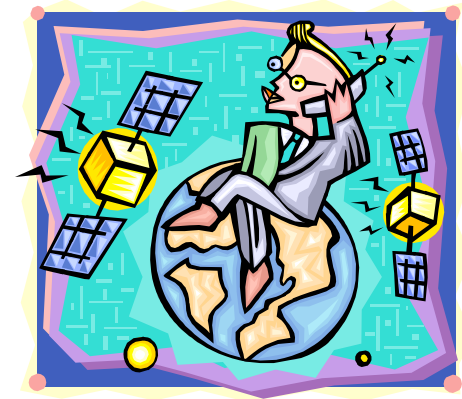


*UNLOCK THE CREATIVITY OF YOUR  
COLLEAGUES AND COLLABORATORS !!!*



**Expand on this list and email me your  
suggestions at**

**[lpool@consult-iidc.com](mailto:lpool@consult-iidc.com)**

**Thanks a ton!**

67. Create a publicity campaign around the CEO as a leader of innovation ... and then make him live up to it!
68. Do a corporate mind meld.
69. Find a way to implant an innovation chip in each person's head.
70. Take everyone to Costa Rica, lose them in our jungle and have them "innovate" to find their way home
71. Have Nerf Ninjas challenge people to submit ideas or else get *nerfed* !
72. Have someone wear a sandwich board reading: *What's your newest idea?*
73. Put lipstick in the bathrooms so people could write ideas on the mirrors
74. Re-label a box of Ex-Lax so it reads, "*For constipated imaginations*" and pass it around
75. Run through the halls naked screaming BE INNOVATIVE.. SHARE YOUR IDEAS.

## **50+ WAYS TO UNLOCK THE CREATIVITY OF YOUR COLLEAGUES AND COLLABORATORS !!!**

**(Thanks to the folks at [www.thinksmart.com](http://www.thinksmart.com))**

1. Always ask: How will this create value for our customers?
2. Bring in an outsider who's good at seeing the "essence" of things - to help you find a fresh perspective. *Consider - Consult-IIDC Management Inc.*
3. Hold a "dump old ideas" luncheon. The theme: "What's one thing we can stop doing so we have more time for innovation?"
4. Have a power breakfast where you ask, "What else could we do?" while thinking about soliciting new customers.
5. Invite customers to a "What Bugs You?" session. Listen. Fix.

6. Build an "idea collage" mural.
7. Ask people 3 things they know - that few others know that they know - then match people at random, compare their lists, and ask "Using this new information, what breakthroughs can you come up with for cultivating new client niches?"
8. Become an "idea matchmaker."  
Gather new ideas and create mini-personal email circle to share them.  
"Great idea in search of champions..."
9. Hold a "Blue Sky Day" – Have people build models or create graphics of their craziest ideas. Display them in the halls or the some common area and have sticky notes or index cards available so people can make challenged to better the suggestions or comment then.
10. Build a model of the challenge to be able to look at it, touch it, etc.—this will prompt more ideas.

61. Talk about the vision and values of the company every day.
62. Think of all the everyday "great ideas" we take for granted (e.g., "Ambulance" spelled backward so visible in a rearview) - think of "obvious ideas" that are sitting there now waiting to be discovered
63. Use company PA system to send unexpected messages or music to stimulate people's thinking
64. Use existing corporate structure to embed innovation into...make it a topic on every meeting agenda.
65. Use improvisational theater techniques in an informal "brown bag" format.
66. Write your idea on a whoopee cushion and put it on the CEO's chair.

### **And Here Are Some Fairly Bad Ideas**

55. Post Innovation DNA posters everywhere – i.e. Direct Noosphere Advertising – address the soul.
56. Place white boards in every coffee room - post a topic and ask for ideas.
57. Publicize successful innovations and the "collaborative" stories behind them ... quit focusing on individual "heroes" so much.
58. Put a paper table cloth (like the butcher paper used in restaurants) on meeting room tables and ask people to write ideas there as they get them...collect the tablecloths once/week or month. You could put the topic in the center.
59. Send an email with the start of a story line of a success in the organization and have people add to it
60. Take your group on a field trip to a museum, zoo or amusement park - ask every person to generate three ideas on a work topic inspired by the trip.

11. Constantly communicate innovation in corporate newsletter or email...recognize innovators, post innovative articles, etc.
12. Create a badge system where people get stars for the contribution to the innovation system.
13. Create a new "Safety for Ideas" campaign. Post the number of days (minutes?) your department or organization has gone without a premature negative judgment of a new idea.
14. Create a Perfect World wall graphic that is created by employees. Use it to stimulate conversation about how to make the work environment a more perfect world.
15. Create a typical public school classroom to teach the dozens of creativity tools that are available

16. Create a Whoopee Cushion award for whoever comes up with a good idea.
17. Create an "innovation coffeehouse" in-house – or via an email “chat” – i.e. a relaxed place where people can go to gather in groups & solve the world's problems
18. Create an email brainstorm on an intranet or use good idea management software.
19. Create an idea fund: Company puts a buck or so into a fund for every idea contributed...funds go to charity or to having parties, etc.
20. Create an idea gift exchange. It's always easier to solve someone else's problems. Have people generate ideas for each other as opportunities, projects or problems.
21. Create an idea slot machine. Give existing processes 3 cherries or lemons.
22. Create an Innovation Fair every 3 months and have people create posters or

49. Make creativity such a high priority that every staff person needs to attend a far-out conference or event 3x a year.
50. Offer free short Creativity Techniques Workshops during working time. Make people practice there.

**AS LONG AS WE'RE ROLLING  
HERE ARE SOME “BONUS IDEAS”:**

51. Create an *idea piggy bank* where people not only put in an idea, but they also put in a coin. Proceeds go to a charity or employee activity.
52. Play idea charades.
53. Do a scenario planning session - where one scenario involves a future with no new ideas.
54. Post a "What Bugs You" place (whiteboard or intranet) and use the comments as stimulus for brainstorming sessions.

reports on the results of your GRIT efforts.

42. Hold an Idea Olympics.
43. Idea Game Show in Cafeteria once/week
44. Have a customer of the week program where people can see and hear real customers.
45. In a meeting, carve out a "total agreement" time - all ideas must be agreed with and built upon to find the "greatness" in them - no negativity!
46. Show a movie ... Apollo 13, Star Trek, Chocolate and others can stimulate conversations around innovation.
47. Invite your friends to come out and "play"--invite friends from other companies to an idea generation party.
48. Make a provocative poster that says, "Rumor has it that our competitor is making time for innovation."

- displays of innovative ideas or projects that have been successful or that people are working on and would like help with.
23. Create an "innovation wanted" flag that flies from the top of the building.
  24. Create an internal idea team who helps managers creatively solve everyday problems.
  25. Have a "Failure Party" where creators share their worst idea or biggest failure. Make sure management participates. Make sure it's fun.
  26. Create an internal version of ideas.com for your intranet.
  27. Have CLCs - Creative Learning Circles - where people come together to share insights and the lessons of the day/week/month.
  28. Hold teleconferences or multimedia brainstorming sessions with customers.
  29. Declare a purple day where people generate really far-out ideas. Or, declare a red day—for those ideas that are too

- hot to handle. Carry the color scheme throughout the campaign
30. Develop a "metaphor of the day/week" process where everyone goes back to that metaphor when thinking about opportunities, projects or problems.
  31. Do a financial analysis of the potential \$\$\$ value of the un-realized ideas people have.
  32. Do an Open Space session as a demo of the technique and to get ideas on "what innovation means to people."
  33. Hold a "What could we do to PREVENT creativity and innovation?" brainstorm. Then do the opposite.
  34. Form Idea teams--groups that meet for one coffee break per week to generate ideas on specified topics. This could also be a way to get people to work with people outside their normal work group.
  35. Give a prize for the best "bad idea."

36. Give crayons to everyone and let them write on the boardroom table.
37. Give examples of innovative ideas related to your business and get innovators on same page.
38. Have a "Gong Show Idea Fair" -- employees put on performances and demonstrations of their ideas.
39. Have an Idea Day and put blank paper on walls throughout environment, hand out toys, have purple food in cafeteria, etc. Make sure the ideas get processed and some are implemented.
40. Have an Innovation Story Hour where people tell stories of innovation processes they've been involved in. Identify the principles behind these stories and talk about how to create an environment that supports innovation.
41. Help your CEO be a better champion of innovation. Send him or her articles about innovation, stories of innovation efforts in other organizations, and