

Now Go Create Podsheet



TOOL: RELATED WORLDS

PODCAST X & LINK TO POD

BY EXPLORING RELATED-BUT-DIFFERENT CONTEXTS, YOU AND YOUR TEAM CAN UNCOVER INNOVATIVE APPROACHES AND PERSPECTIVES THAT MIGHT NOT EMERGE FROM WITHIN YOUR IMMEDIATE FIELD. HERE'S HOW WE MIGHT DISCUSS OR APPLY THIS FRAMEWORK EFFECTIVELY.

- Clearly articulate the challenge or objective you're trying to address.
 - E.g. How do we encourage more people to take risks in our product's beta-testing?
- Think of situations or domains where a similar challenge is faced and solved.
 - E.g. Who else deals with risk? Fighter pilots, firefighters, and actors all deal with risk...
- Pick one of these worlds that you or your team gravitates towards.
 - E.g. Let's say the team gravitates toward actors because of their creative potential.
- Explore this related world and generate ideas and attributes from it.
 - E.g. attributes of actors might include: Rehearsing scripts, using props and emotion.
- Now it's time to translate these attributes to the current challenge.
 - E.g. You could provide users with 'role-playing' simulations before their product testing.
- Cluster these ideas into actionable themes. (E.g. training, community, and gamification)
- Use a flipchart or mind map to capture your ideas, remember to capture the key themes and ideas. Now test and integrate these ideas into smaller groups for feedback.
- This framework can generate not just innovative ideas but also help align the team around creative, cross-disciplinary inspiration. Now it's your turn to try this with a specific challenge.

CREATIVE COACH - 3 STRETCH QUESTIONS

"What are the biggest pain points in this problem and what other kinds of people have to deal with similar problems?"

"How do people in these fields solve problems? And what does success look like?"

Use techniques like:

- The "yes, and..." collaboration tool (check out the Now Go Create podcast episode 2 on improv)
- Try to find a metaphor for your problem

TAKE A DEEPER DIVE - RESOURCES

Check out the biomimicry institute - the study of what we can learn from nature for innovation <https://biomimicry.org>

And listen to Andrew Howley's interview on the Now Go Create podcast (out 19th March)

Try to generate a metaphor for your problem using this Wiki-how <https://www.wikihow.com/Write-a-Metaphor>