

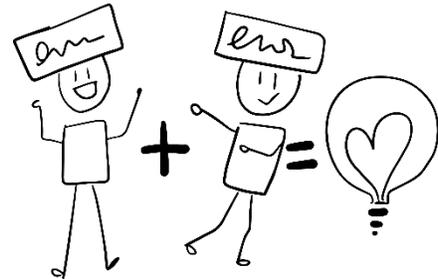
$$1 + 1 = 1$$

Facilitator's Guide

What

I+I=I is a Design Warm-up activity in which participants work together to combine ideas and concepts in a playful, collaborative way. This activity is ideal for supporting collaborative idea generation or when you need a group to build their creative capacity and build association skills.

Duration: 10-20 minutes



When

This warm-up works well when you need to scaffold any of the following behaviours or concepts:

- Collaborative idea generation
- Identifying unifying features between disparate ideas
- Building on the ideas of others
- Seeing ideas as flexible and adaptable, not precious
- Encouraging creativity through associating unrelated ideas to create new ideas
- Courage to be a bit silly/vulnerable in front of colleagues

How

Supplies required by facilitator:

- Per individual: one post-it note, sharpie
- Per facilitator: whiteboard or flipchart paper and corresponding marker

Step 1: Claim your word

- Distribute one post-it note per person
- Have them write a word on *an upside down post-it* (so the sticky bit is at the bottom) that starts with the first letter of their name and stick it to their forehead

Step 2: Mash-up your words

- Have participants randomly pick a partner and use their words to inspire the next great product/service/invention that combines both ideas. You can gauge timing of this part on how quickly the partners seem to come to an idea, but generally 1-3 mins is enough time.
 - o Eg. Elephant + Kite = Kites shaped like elephant's ears that people can wear to fly
- Each partner pair pitches their idea back to the group
- Repeat 2-3 times depending on time limits, each partner should be someone they don't already know/work with. You can also have them choose new words if you do multiple rounds

Modifications

- Try having people form groups of 3 or 4 once they have a bit of practice
- If you have a high energy group you can try having them pitch their idea theatrically as if they are selling it on a "made for TV" advertisement



This tool presented at MIC2019 by Erin Dumenko, City of Calgary.

For more information on this tool and how it is used, please contact civinnovationyyc@calgary.ca

Debrief

- Once complete, have the group reflect on the behaviours they demonstrated and benefits they gained as a group from that exercise. Document on a whiteboard or flipchart.

- Guide the discussion as required to have group identify things like:
 - o Building on each other's ideas
 - o Working together
 - o Building creative capacity
 - o Building association skills

- Sample questions to ask to guide the conversation:
 - o What behaviours did you notice yourself displaying during this activity?
 - o What surprised you about this activity?
 - o How did you work through challenges with your partner?
 - o Where would you find parallels between how you had to work in this activity and your day-to-day work?
 - o What was the most challenging part of the activity?
 - o What were you most comfortable with? Least comfortable?

