



SURVIVAL SKILLS FOR SOCIAL ENTREPRENEURS

The Creativity Kaleidoscope

This exercise is designed to help generate some ideas and thoughts using different “lenses” or perspectives which can help in thinking creatively and widen our approach. It can be done individually or with a group.

STEP 1: DEFINE

Think about something you would like to generate ideas about. Articulate this as a ‘How might I/we...’ statement e.g. *“How might we attract more women to our project?”*, *“How might I get in front of more investors?”*

STEP 2: IDEATION ACTIVITY

This activity can be done individually or in small groups. Set a time limit – we suggest 5-10 minutes.

The focus is on quantity, not quality! At this point it’s not about developing a workable solution, but rather generating a broad range of ideas and thinking outside your usual sphere.

Write down some ideas that...

Sound totally outrageous and unworkable	A 5-year-old child might come up with	You would come up with if you knew you could never fail
Require no budget to implement or develop	Would require a partner organisation to work with you to develop and/or implement	Are quite sensible and pragmatic
An elderly person might suggest or come up with	Use all the assets you have in your organisation	Make you laugh and feel joyful
You have “borrowed” from other organisations	You could implement next week	Require a huge budget to implement or develop
The businesses in your area might be interested in purchasing or using	Your clients or beneficiaries might come up with to address their issues and challenges	Could take six months to develop

STEP 3: REVIEW

Once the time is up, stop and review the ideas that have been generated. Are there any patterns in any of the ideas? Are there any ideas that you could take parts of, combine with others or add to for it to become a workable solution? Try to identify two or three ideas that could be refined and developed further.

STEP 4: REFLECTION

To keep developing our creative and lateral thinking, it's helpful to reflect on our current attitude and response to creative thinking.

Think about your own experience:

- How did you feel doing that activity?
- What helped you to get creative?
- What do you think helps and hinders your creativity?

Now think about creativity in your organisation:

- How are new ideas usually generated? Where do they come from?
- How are new ideas and creative thinking generally received/treated in the organisation?
- What are the challenges?

STEP 5: ACTION PLANNING

- What actions can you take to encourage more creativity, either personally or in your team?
- What one thing could you do this week to practise creative thinking?
- How could you build this in to your regular routine?
- How will you respond next time someone suggests a new idea? Recognise the creative thinking or dismiss it? Become aware of the culture of creative thinking around you and try to identify opportunities to support, encourage and nurture it.