

Worst Possible Idea

NUMBER OF PARTICIPANTS	FACILITATORS	CATEGORY	DURATION	LEVEL OF DIFFICULTY
3-5	1 Moderator, 1 Notetaker	Ideation Phase	60min	Simple

Description

The Worst Possible Idea method is a Design Thinking technique and ideation method.

Team members seek the worst solutions in ideation sessions. The «inverted» search process relaxes, boosts confidence and stokes creativity. Due to these attributes it can also be used as an icebreaker-style technique. The method also helps to break out of familiar thought patterns this is why it is a useful tool to solve problems in an innovative way.

More than that participants focus on the big picture and on understanding concepts by using this method.

Materials

- ▶ Whiteboard and markers, or
- ▶ Pens and Paper

Preparation

- ▶ No preparation needed..

Step-by-Step Instructions

1. Create as many worst possible ideas as possible
2. List all bad characteristics of the worst ideas
3. Identify what makes these characteristics so bad
4. Find the opposites to the characteristics (good characteristics)
5. Based on the good characteristics create good ideas

Remarks, Tips, Limitations

Benefit:

- there are little judgmental issues as participants in general do not identify themselves with their bad ideas that much
- can be funny and motivate the team
- hardly needs any training/experience
- method facilitates emergence of pragmatics (eg prototypes)
- anyone can be involved in bad ideas session

Limitations:

- requires good facilitation to keep the ideas flowing
- requires time to transform ideas from bad to good
- can reduce personal attachment
- can be embarrassing (this mainly refers to shy people)
- ideas should be bad enough for further transformation
- conditions in which facilitation takes place are difficult to control and highly variable

Tips:

- Include all suggestions
- Do not laugh at the person, but at the idea
- Mutual listening and cooperation as otherwise no creativity comes together

References

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