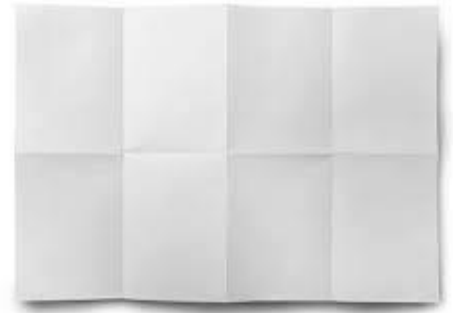


## SDG Group Exercise Idea Generation Process

Welcome to the Idea Generation Exercise! For you and your group to get the most out of this process, we recommend organising a time where you can all meet and work through the steps together live in real-time, even for the individual exercise. Timing is incredibly important; the session should be fast, and you should feel under pressure by the short timings available to you.

### Step 1 (8 minutes) – Divergent Thinking

Each grab a pen and paper. Fold the paper into 8 segments by folding the piece of paper in half three times. In each segment, sketch and/or write your ideas. Do it quickly! Remember, divergent thinking is about quality not quantity.



Note: It is important to undertake the individual activity together as this will increase pressure, ensure you stick to time, and will mean you do not have time to tweak and adjust your ideas after the time is up.

### Step 2 (no more than 15 minutes) – Sharing Ideas

Each member shares ideas with the group. Don't be dismissive of your own ideas, even if you think the idea(s) are not good. At the same time, don't be dismissive of others. All ideas could lead to another member of the group connecting the dots to their idea, leading to a good idea. Listen and make notes of all the ideas generated.

### Step 3 (no more than 10 minutes) – Convergent Thinking

Look for patterns and clusters. Has a theme come up? Do any ideas overlap? To help select your idea, go back to the set challenge and use the following criteria to select one idea to move forward with:

- Is the idea innovative?
- Is it viable? – could it work realistically?
- Would it appeal to your target market, students? Or a specific sub-set of students?
- Does it help address the initial problem?
- Will it have impact?

### What next?

At the end of the session, hopefully you have selected one idea to move forward with. Now go to the next pages on the website to help you develop your idea.

Any questions or problems? Please email@ [peer.mentoring@ncl.ac.uk](mailto:peer.mentoring@ncl.ac.uk)