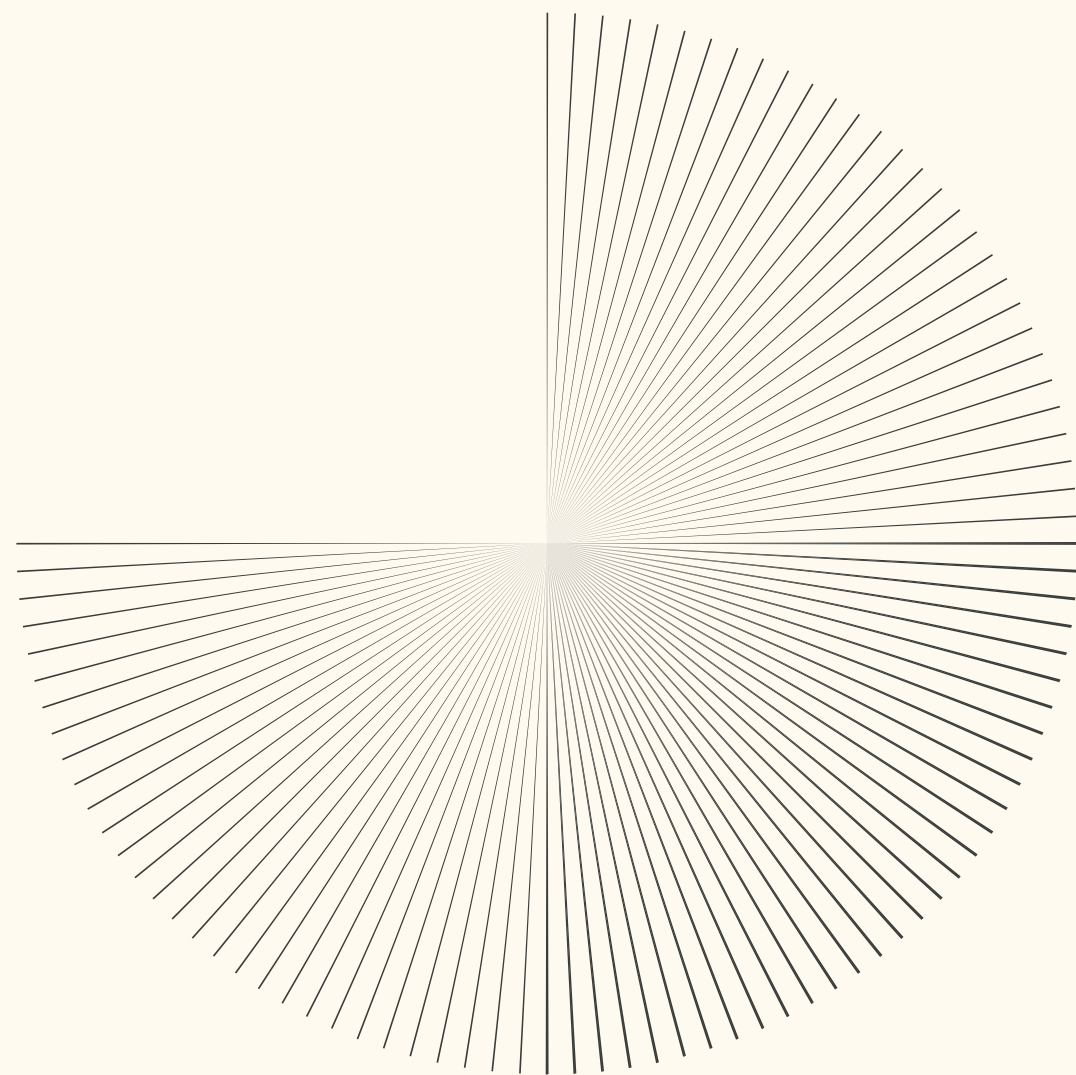


Time to get creative

Go on ...

What's the worst that could happen?



Radix

→ 1. Embrace 'bad' ideas

Bad ideas can lead to good ideas, and failed attempts plant the seeds for future best practice. During ideation especially, *don't be afraid to experiment and fail*. It might be how you find those lightning bolts of inspiration.

→ 2. Put a different hat on it

The way you deliver information is just as important as the information itself. Look for novel ways to capture attention – *not everything has to be an ebook*.

→ 3. Adopt a new identity

Adopt different personas to view a topic from a *new perspective*. The angles you come up with don't have to be immediately suitable. A slightly softer incarnation of an extreme headline can provide a good starting point to delve into a topic.

→ 4. Open up the floor

Within your teams, you'll have lots of personality types, each with their own ways of tackling issues or generating ideas. *Use them*. You'll be amazed at how differently they'll tackle a challenge or topic, and you'll find yourself with a wider range of perspectives and possibilities.

→ 5. Get out of your head

You can't force good ideas. Sometimes you need to step away and let things percolate. *Get your body moving, take a shower, walk the dog, do a crossword*. Give your brain room to breathe and see what happens.

Still stuck?

We're always here to help, talk to us about an ideation session.

info@radix-communications.com
radix-communications.com