

# Facilitated ideation Sessions

Quick! Think of an amazing idea, no limits - go!

Does this make you freeze? You're not alone. "Blue Sky" thinking sounds great, but in practice, a lack of constraints can actually make for fewer ideas. If your latest ideation sessions aren't as fruitful as you'd like, we have the structure and the inspiration to help you get to the good stuff.

The best ideas don't just drop out of the sky, no matter how "blue" it is. Instead, they grow out of structured, engaging ideation sessions that use specificity and possibility to open up participants' brains, push them out of their creative comfort zones, and allow individual and group exploration. Our ideation experts understand that when the sky is the limit, the ideas will be limited. But with the right guidance and inspiration, truly innovative thinking can flourish.



Our sessions will create a forum for participants to:



Lower the stakes on coming up with the "perfect" idea and get to an abundance of 'minimum viable' ideas for exploration and testing



Expand their sense of possibility through collaboration and small group challenges.



Generate more speed in trying out ideas, pressure testing them, and either revising them or moving on.



Harness the power of Yes and learn to spot possibility before collapsing under skepticism.



Create a common creative language with their teams so great innovation can continue on in the organization.