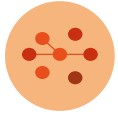


Lateral Inspiration

TOPIC	TIME [35 MIN]	FACILITATOR'S NOTES
<p>Identify the problem</p>	<p>5</p>	<p>Pull up the Lateral Inspiration template. Give everyone on your team shared access so that everyone can contribute to the document at the same time.</p> <p>Explain the exercise and what the goals are.</p> <p>Work with the team to clearly articulate the problem or challenge you want to solve together as a team. Write the essence of the problem in plain language at the top of the template. Avoid jargon.</p>
<p>Look outside to lateral organizations for inspiration</p>	<p>10</p>	<p>Give everyone some silent time to brainstorm organizations, brands or industries that have addressed similar challenges in interesting ways. Have them write down what the comparison is and how they solved a similar challenge. Direct the team to articulate the how as a "tactic." (E.g., If we were to build new learning experiences, we may look at the tactics museums, teachers or video games use to engage and entertain children.)</p> <p>When everyone is done, as a team, discuss the tactics that were used to solve similar or analogous challenges.</p> <p>Facilitation Tip: If you have a large group, break your group into smaller groups and use breakout rooms.</p>
<p>Bring tactics back to your organization</p>	<p>10</p>	<p>Silently, have everyone brainstorm and imagine what it would be like if you and your clients applied or modified these related tactics to your client's industry or organization. Capture this on the right column based on the Lateral Inspiration template.</p> <p>When done, discuss your new ideas with the rest of the team. Direct the group to suspend judgment and listen with an open mind (i.e., don't worry about feasibility at this point).</p> <p>Repeat steps 2-3 for as many lateral organizations as needed.</p>



Lateral Inspiration

TOPIC	TIME	FACILITATOR'S NOTES
Prioritize the best ideas	5	<p>Looking at the range of ideas, have your team vote using the dot voting exercise. Let them know that they can vote on specific facets of an idea in the right column.</p> <p>Share, capture and discuss the outcomes of what the team voted on. Discuss why specific things were voted on.</p>
Determine next steps	5	<p>As a team, determine which ideas should be fleshed out into more fully formed concepts. This can involve assigning small teams and involve further brainstorming, as needed.</p>