

EXPLORING IDEATION TECHNIQUES

Choose a challenge you are currently facing and put it down. Then decide on one of the ideation techniques that you can use to work through the challenge.



A large, empty white rectangular box with rounded corners, intended for writing or drawing.

Go through your chosen technique. Apply the steps of the technique to your challenge.



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Evaluate the ideas you came up with. Does your idea require refinement? Then start the process again.

