

# Module 3: Initiative and Entrepreneurship

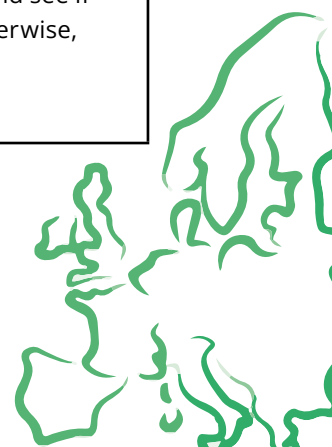
## 3.1 Understanding Creativity and Idea Development

### Activity Sheet N°1

Module Title	Sense of Initiative and Entrepreneurship		
Unit Title	Understanding Creativity and Idea Development		
Activity Title	Warm-up activity	Activity Code	A1.1
Type of resource	Activity sheets (AS)	Type of learning	Self-directed learning
Duration of Activity (in minutes)	30-40	Learning Outcome	Young people will start to engage in creative methods for brainstorming ideas.



<p><b>Aim of activity</b></p>	<p>This activity is intended to help you generate ideas and problem-solve quickly. You can carry out this activity on your own, with a friend, or in a group setting. The activity has two parts. The first part is known as the 'Crazy 8' method – where you come up with ideas under time pressure (Kirchberger, 2023). The second part is to help boost your creativity and promote 'lateral thinking' by considering a given problem and a random word and trying to find associations between them (Mind Tools, 2024). These activities can be repeated more than once, and you can use them in the future to help you 'think outside the box'!</p>
<p><b>Materials Required for Activity</b></p>	<ul style="list-style-type: none"> <li>• Paper</li> <li>• Pens / Markers</li> </ul>
<p><b>Step-by-step instructions</b></p>	<ul style="list-style-type: none"> <li>• Consider the following scenario: there is a problem with pollution and littering in your local community. There are signs in the area warning people not to litter and stating the associated fines / penalties for doing so. However, these don't appear to be working, and you need to come up with an innovative solution to tackle this issue!</li> <li>• <b>Step 1:</b> Think about why this might be a problem and what the causes could be. Set a timer for 8 minutes. Try your best to quickly write down or sketch eight potential solutions (1 minute per idea). Remember the solutions do not have to be perfect! Try to relax and write down anything that comes to mind. If you find this difficult, it is worth trying it a couple of times to see if you can get into a flow!</li> <li>• <b>Step 2:</b> Use a random word generator like this <a href="#">one</a>, pick a random word from a book, or ask someone to choose one for you. Now try to find associations between this word and the problem (pollution / littering). Think broadly – the connections can be abstract! Do some research also and create a mind-map of all the possible connections. If you are struggling, give it at least 10-15 minutes and see if there is anything at all you can come up with. Otherwise, you can always change the word and try again!</li> </ul>



## References

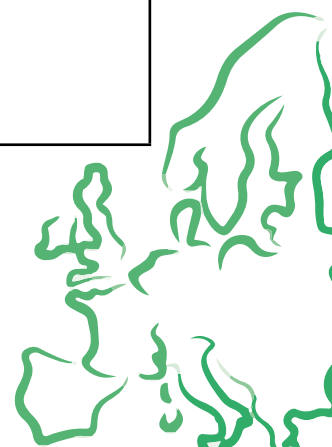
Kirchberger, L. (2023) 10 powerful ideation techniques to unleash creativity and innovation, ITONICS. Available at: <https://www.itonics-innovation.com/blog/powerful-ideation-techniques> (Accessed: 23 May 2024).

Mind Tools (2024) New Ideas – Strategies and Techniques. Available at: <https://www.mindtools.com/ak8yanc/new-ideas-strategies-and-techniques> (Accessed: 23 May 2024).



## Activity Sheet N°2

<b>Module Title</b>	Sense of Initiative and Entrepreneurship		
<b>Unit Title</b>	Understanding Creativity and Idea Development		
<b>Activity Title</b>	Brainwriting	<b>Activity Code</b>	A1.2
<b>Type of resource</b>	Activity sheets (AS)	<b>Type of learning</b>	Self-directed learning
<b>Duration of Activity (in minutes)</b>	40-60	<b>Learning Outcome</b>	Young people will further develop their creative brainstorming skills through a group activity.
<b>Aim of activity</b>	The aim of this activity is to come up with an environmentally friendly business concept! This is a group activity and ideally requires more than three people. Your group will use a collaborative brainstorming technique called 'brainwriting' (Kirchberger, 2023; Zaluski, 2023). This is an inclusive approach that allows everyone to contribute to each idea and add their own perspective.		
	<b>Materials Required for Activity</b>		
	<ul style="list-style-type: none"> <li>• Paper</li> <li>• Post-it notes</li> <li>• Pens / Markers</li> <li>• Device for playing videos</li> </ul>		



## Step-by-step instructions

- Have a short group discussion (5-10 minutes) about the following topics and select one that interests the group to explore further:

- Fast fashion: [video explainer 1](#) & [video explainer 2](#)
- Over-mowing & loss of biodiversity: [Ted talk - 'let your garden grow wild'](#) & [biodiversity video explainer](#)
- Invasive species: [video explainer](#)
- Plastic waste: [video explainer](#)
- Alternatively, the group can pick their own environmental issue to tackle!

If your group needs further information, the video explainers above may be a helpful starting point!

- **Step 1:** Give everyone in your group a sheet of paper and pen and ask them to sit in a circle. If possible, everyone should use a different pen colour. Set a timer for 5 minutes. During this time, everyone should try to come up with three possible business ideas that also offer a positive solution to the chosen topic.

- **Step 2:** When the timer ends, everyone should pass their sheet onto the next person. Set a timer for another 5 minutes. You should read through the other group members' ideas and try to develop them further. You can also point out any potential limitations of the ideas.

- **Step 3:** Repeat this process until everyone has added to all the pages and has their original page back.

- **Step 4:** The group should take a few minutes to read over their original ideas and the developments that have been added by others.

- **Step 5:** Everyone should take some post-it notes and write down the top two ideas they have out of the three on their page. The post-it notes should be randomly distributed among the group. Depending on the group size, everyone should work in pairs or individually to try to combine two or more of the business ideas (if possible).

- **Step 6:** Have a group discussion about the activity and the business ideas that came up. As a group, decide what the best ideas or combinations are!

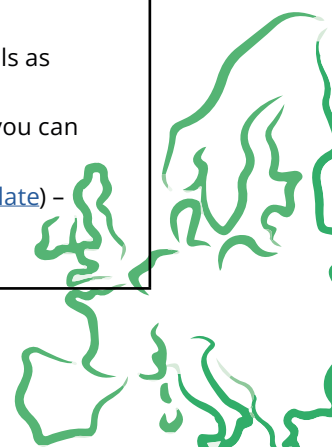
## References

Kirchberger, L. (2023) 10 powerful ideation techniques to unleash creativity and innovation, ITONICS. Available at: <https://www.itonics-innovation.com/blog/powerful-ideation-techniques> (Accessed: 23 May 2024).

Zaluski, A. (2023) 7 idea generation methods for out-of-the-box thinking, Notion. Available at: <https://www.notion.so/blog/idea-generation> (Accessed: 24 May 2024).

## Activity Sheet N°3

<b>Module Title</b>	Sense of Initiative and Entrepreneurship		
<b>Unit Title</b>	Understanding Creativity and Idea Development		
<b>Activity Title</b>	Idea Journaling & Storyboards	<b>Activity Code</b>	A1.3
<b>Type of resource</b>	Activity sheets (AS)	<b>Type of learning</b>	Self-directed learning
<b>Duration of Activity (in minutes)</b>	60	<b>Learning Outcome</b>	Young people will explore their business idea concepts further and create visual storyboards.
<b>Aim of activity</b>	<p>The aim of this activity is to promote creativity by exploring your ideas visually through idea journaling and making storyboards (Mind Tools, 2024; Zaluski, 2023). This is another group activity that follows on from the previous one – ideally three or more people will carry out this activity together! However, it can be carried out individually once you have a business idea / concept to develop.</p>		
<b>Materials Required for Activity</b>	<ul style="list-style-type: none"> <li>• Paper / Journals / Sketchbooks / Digital version (<a href="#">Canva vision board templates</a>)</li> <li>• Pens / Markers / Pencils</li> <li>• Glue sticks / tape / other stationary / art materials as needed</li> <li>• Magazines, newspapers, photos, etc. / A device you can print from.</li> <li>• Storyboard template (you can use a <a href="#">Canva template</a>) – digital / printed.</li> </ul>		



## Step-by-step instructions

- For this activity your group should select one of the business concepts from the previous activity to visualise and develop further.
- **Step 1:** To start, your group should spend 30 minutes working on an ideas journal / vision board. This involves collecting images and any other relevant media that relate to your groups' idea and is generally inspiring! Begin by doing some background research and look for examples of other environmentally friendly businesses. Your group can also start to think about the practical aspects of how the business might work in reality. However, the emphasis here is on creativity, visualisation, and allowing ideas to develop freely!
- **Step 2:** Next, your group can work on gathering and arranging the images, words, and other media for the journal / vision board. This can be put together in a physical sketchbook / journal or digitally. Take a look at this [example](#) for reference. It doesn't matter how many pages your group creates (this depends on the size of images and layout used, etc.). Your group can make one page together or work on several pages individually or in pairs!
- When your group is happy with the ideas journal / vision board, you can use this as a starting point for creating a storyboard! This can be created either physically or digitally. Take a look at this [article](#) to better understand the different ways storyboards can be used by businesses and examples of what they look like.
- **Step 3:** As a team, try to break down the way the business would run into simple steps / processes. Make a list of about 5-10 steps.
- **Step 4:** When everyone is happy with these steps, create a storyboard of 5-10 frames to visualise them. This can be done by making simple sketches or using images / photos. Do not worry about artistic skills. The point of this exercise is to create a visual to better understand the business processes and identify potential issues. Through this activity your group may also come up with solutions and workarounds.

## References

Kirchberger, L. (2023) 10 powerful ideation techniques to unleash creativity and innovation, ITONICS. Available at: <https://www.itonics-innovation.com/blog/powerful-ideation-techniques> (Accessed: 23 May 2024).

Zaluski, A. (2023) 7 idea generation methods for out-of-the-box thinking, Notion. Available at: <https://www.notion.so/blog/idea-generation> (Accessed: 24 May 2024).