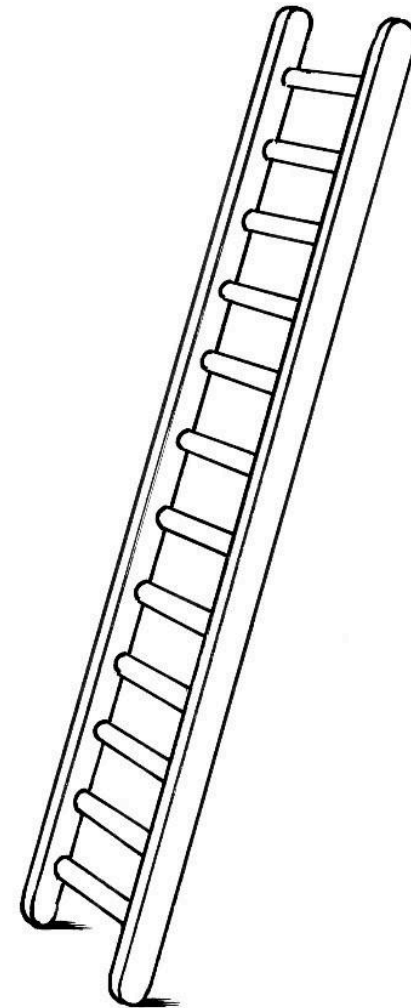# Framing & Stepping your Challenge
# More Focused & Specific with each Step

Improve your project

Improve your role

Improve your program

Improve your division

Improve your university

Improve your world

# General Questions

1. How might we create a culture of innovation in our division?
2. How to help people learn innovation by doing it for their own challenge?
3. What ongoing innovation programs can be developed?
4. What single events could be facilitated?
5. How can technology be used to help others innovate?

# Specific Questions

6. What could an event for program directors feature?

7. What experiential activities can be facilitated to help people work on their challenge?

8. How can directors involve their staff in learning and doing innovation?

9. How can staff involve their students in learning and doing innovation?

10. How can the web and social media be utilized to learn and do innovation?

**Question Ladder: General questions step up to more specific questions**

# Tips for Generating Ideas

- Capture
- Quantity
- Questions
- Don't Judge
- Use Tools

## Ways to be cool

Motorcycles
Wear Cologne
Move to Williamsburg
learn to speak European
grow facial hair
Helmets
Mowhawk
Designer Shades
~~Subs~~ Subscribe to Vice
psychrock...?
Leather jackets
Ambercroombie & Flitch
~~███████████████████~~
learn to play guitar
Irony
become a band photographer
wear all black
"Hollywood"
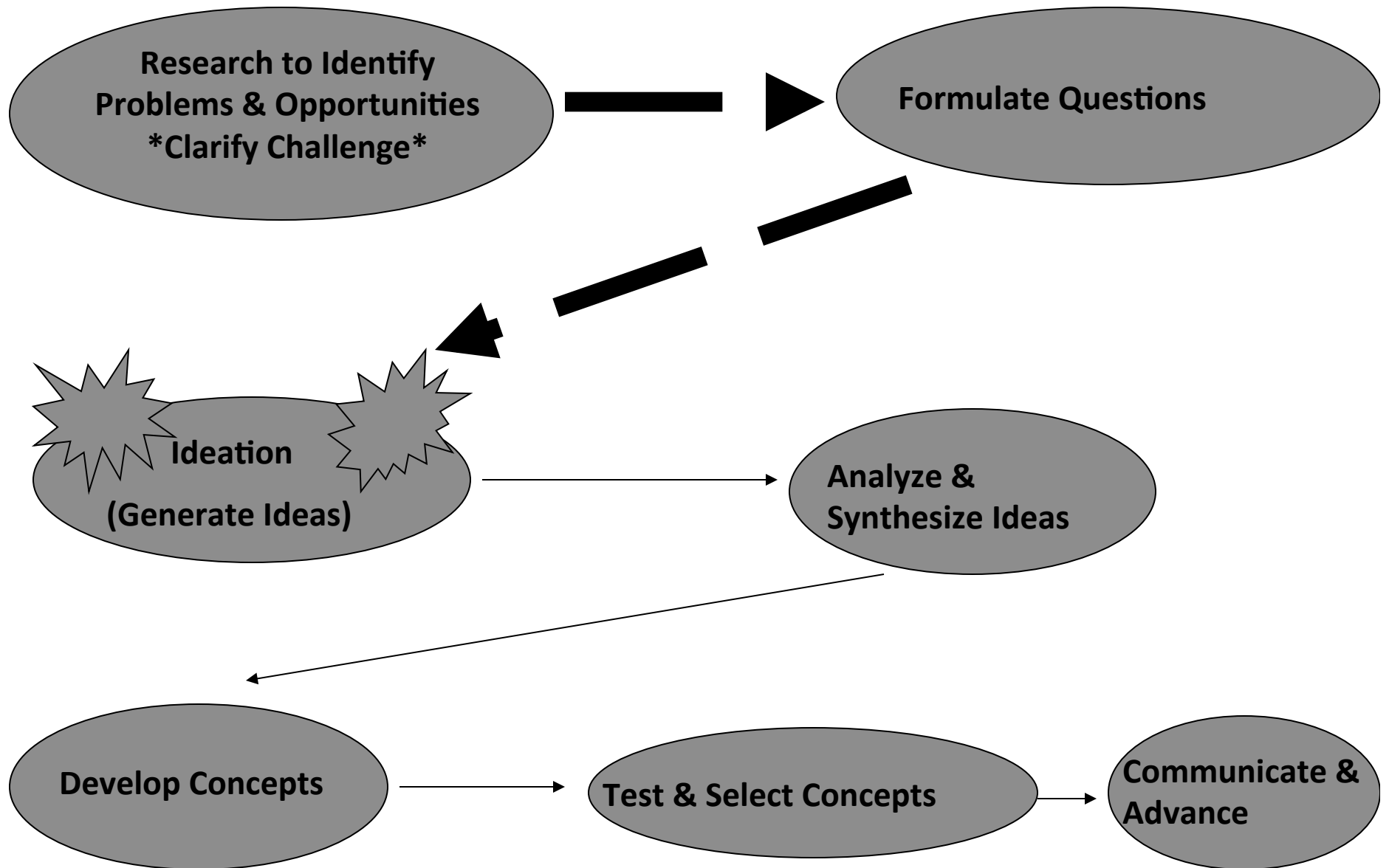Online friendships
360's
~~██████████~~
Make my own movie
EXXXTREME (everything)
eat more meat
hang out w/ Steve ~~████~~

# Innovation System

Research to Identify Problems & Opportunities *Clarify Challenge*

Formulate Questions

Ideation (Generate Ideas)

Analyze & Synthesize Ideas

Develop Concepts

Test & Select Concepts

Communicate & Advance

# 1. Look at your challenge & questions.
# 2. Number & list the ideas you think, see or hear.
### Capture. Be rapid. Go for quantity. Don't judge. Just get the ideas in your mind out.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.