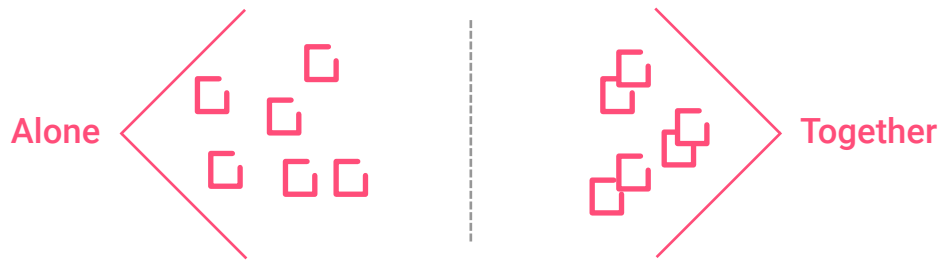


Basic rules for creative processes



Alternate between individual and team work

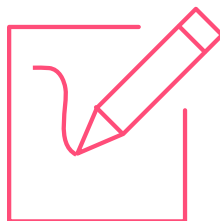
Alternate between finding lots of ideas and structuring and prioritising them. This will help you have a lot to choose from, but still being able to make decisions.

You may benefit from brainstorming as individuals to generate several opportunities and then structure and prioritise together to narrow the solution space down.



No judgement

The key to good ideas is many ideas! If everyone worries about other's opinions they will constrain themselves and very few ideas will occur. So don't discuss or refine the ideas while they are presented.



Draw your ideas sticky-note for sticky-note

We remember images better than words. It's way easier to quickly recall the point of an idea if it's drawn. Draw one idea per sticky-note to be able to move your ideas around later.