Thinking… inside the box?

How to solve problems creatively and apply that into your daily work

Catarina Batista & Romain Muller

CERN

Idea^s

Problem definition lunch!

How might we…?

1. Think about challenges related to the products or processes inside your team/department.

2. Brainstorm them in your groups and document them (sticky notes, whiteboards…)

3. Write them in the form of "How might we…" questions.
   These questions help us identify opportunities for design and should be broad enough to allow us to explore multiple solutions.

How might we…? - Examples

Problem

Users aren't aware of our product offerings.

How might we…

How might we increase awareness of the full product offerings?

How might we…? - Examples

Problem

Communication between product teams is slow.

How might we…

How might we make communication between product teams effortless?

World Café

1. Make up your team based on the most diverse role models in the room.

2. Brainstorm about the challenges.

3. Switch back teams again, now looking for the people you usually work with.

4. Build on the challenges identified on the round before.

Some Methods of Lateral Thinking

Random Entry Idea Generating Tool

involves picking a random word (usually a noun) or an image and following its associations until you find new ideas that can be applied to your problem.

https://randomwordgenerator.com/
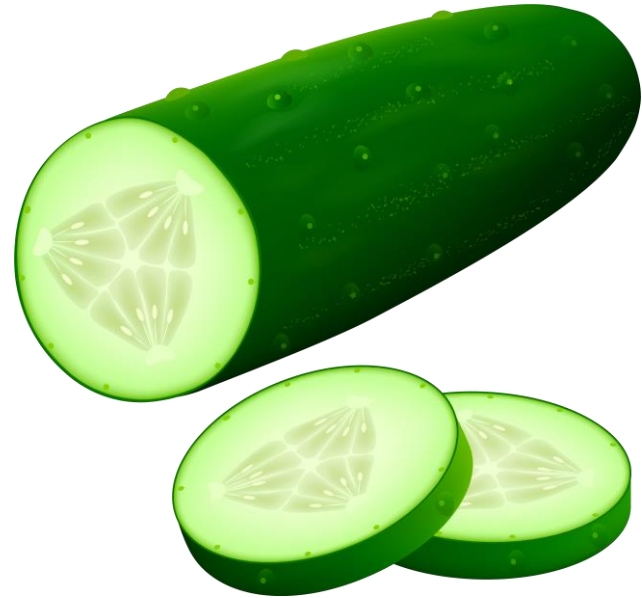
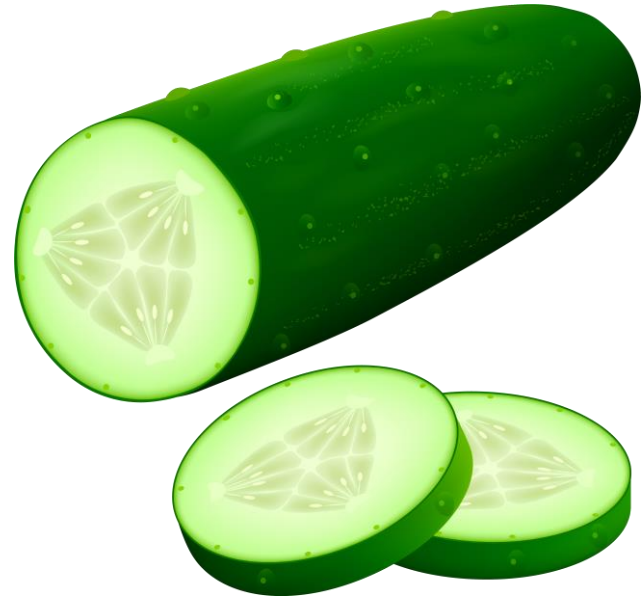# How might we make communication between product teams effortless?

Weekly spa day for updating

Create daily lunches instead of stand up meetings

Make a communal garden for team building

Monthly farm retreats for strategy planning

…

Some Methods of Lateral Thinking

Provocation Idea Generating Tool

A statement that we know is wrong or impossible but is used to create new ideas. Provocations can be set up using any of the provocation techniques—wishful thinking, exaggeration, reversal, escape, distortion, or arising.

How might we increase awareness of the full product offerings?

1. **Choose technique.**

Exaggeration.

2. **Reframe initial statement.**

How might we make every CERN employee aware of all the functionalities of all our products?

3. **Ideate!**

How might we increase awareness of the full product offerings?

1. **Choose technique.**

Reversal.

2. **Reframe initial statement.**

How might we make it more difficult for people to be aware of our products?

3. **Ideate!**

How might we increase awareness of the full product offerings?

1. **Choose technique.**

Distortion.

2. **Reframe initial statement.**

How might we make it so that people do not need our products at all?

3. **Ideate!**

Rules for Ideation

- Defer judgement.

- Encourage wild ideas!

- Build on the ideas of others (use "and" instead of "but")

- Stay focused on the topic.

- Only one conversation at a time.

- Be visual.

- Go for quantity.

Time to act it out!

Taking it back ”into the box”

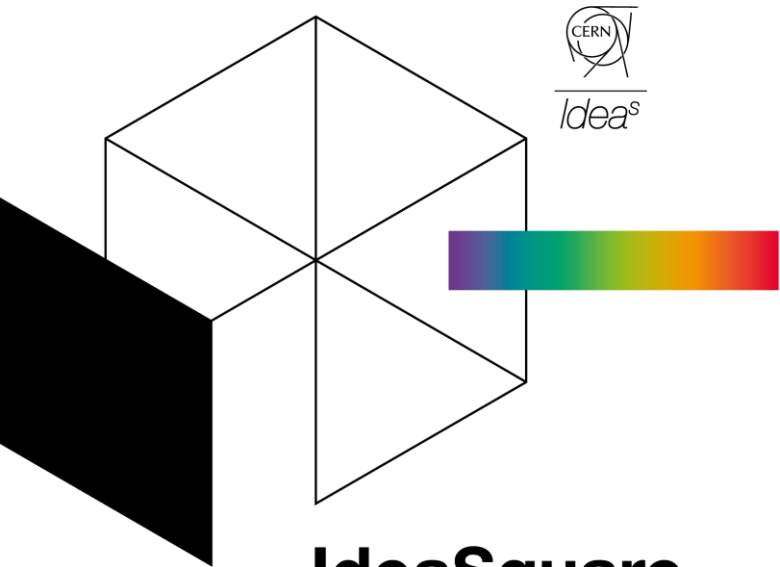# How can you apply your learnings back into your daily work?

Think of one action based on your experience from today that…

…you can do as a team

…you can apply in your individual work

…you can apply to your strategy

Thank you!

Catarina Batista

catarina.batista@cern.ch

Romain Muller

romain.muller@cern.ch