inspirED

FREE RESOURCE · INSPIRED

10 creative techniques

Proven ways to generate ideas as a team – from classic brainstorming to working with genAI. With ready-made prompts to use at your next meeting.



InspirED • strengths-based training and coaching
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techniques

10 ways to more ideas

1. Brainstorming

The classic: collect ideas without judging them. The key rule – quantity first, quality later.

2. Brainwriting 6-3-5

6 people, 3 ideas, 5 minutes – the sheet goes round and everyone builds on the previous ideas. Great for introverts.

3. Crazy 8s

8 sketches in 8 minutes. It forces quick thinking and helps you go beyond the first, obvious idea.

4. SCAMPER

A list of questions for an existing solution: substitute, combine, adapt, modify, put to another use, eliminate, reverse.

5. Reverse brainstorming

“How could we make the situation worse?” – then you turn the answers into solutions.

6. Analogies

“How would a hotel, a hospital or a video game solve this problem?” Look for inspiration in other industries.

7. Morphological analysis

Break the problem into features, list variants for each and combine them into new combinations.

8. How might we...?

Turn the problem into an opening question – broad, but not vague.

9. Worst idea

Everyone deliberately comes up with the worst possible idea. It lightens the mood and often leads to surprising solutions.

10. Working with genAI

A language model as a partner for generating variations – as long as you choose and develop the best ones.

genAI in practice

How to work with genAI

Artificial intelligence easily generates lots of ideas – but often average ones. The best results come from treating it as a conversation partner, not an oracle.

prompts you can use

"Give me 20 unusual ideas for [challenge]. Avoid solutions most companies use."

"How would an airline, a nursery and a board game solve this problem?"

"Apply the SCAMPER method to [product/service]. Give 2 ideas for each letter."

"Here is our idea: […]. List 5 reasons why it might fail and how to prevent them."

rules for a good creative session

- [ ] First we generate, then we evaluate – never both at once.
- [ ] Every idea gets written down, including the "silly" ones.
- [ ] We build on others' ideas ("yes, and…" instead of "yes, but…").
- [ ] We allow time for quiet thinking before the discussion.
- [ ] We agree on a clear question and a time limit.
- [ ] At the end we choose 1–3 ideas and agree on the first step.

what's next?

Ready to take the next step?

This resource is a good start. If you want to bring about change across your whole team, we can help.

Idea generation →

A dynamic workshop with Filip Makowiecki: assessing your team's creative maturity, tools tried out on specific case studies and consultations after the training.

Design Thinking in practice →

A process for designing solutions based on customer needs.

Other trainings for companies →

Feedback, delegation, team engagement, Gallup strengths and more.

Not sure where to start?

Book a free 30-minute online consultation. We'll talk about your needs and suggest the best first step.

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Book a consultation

See our offer for companies