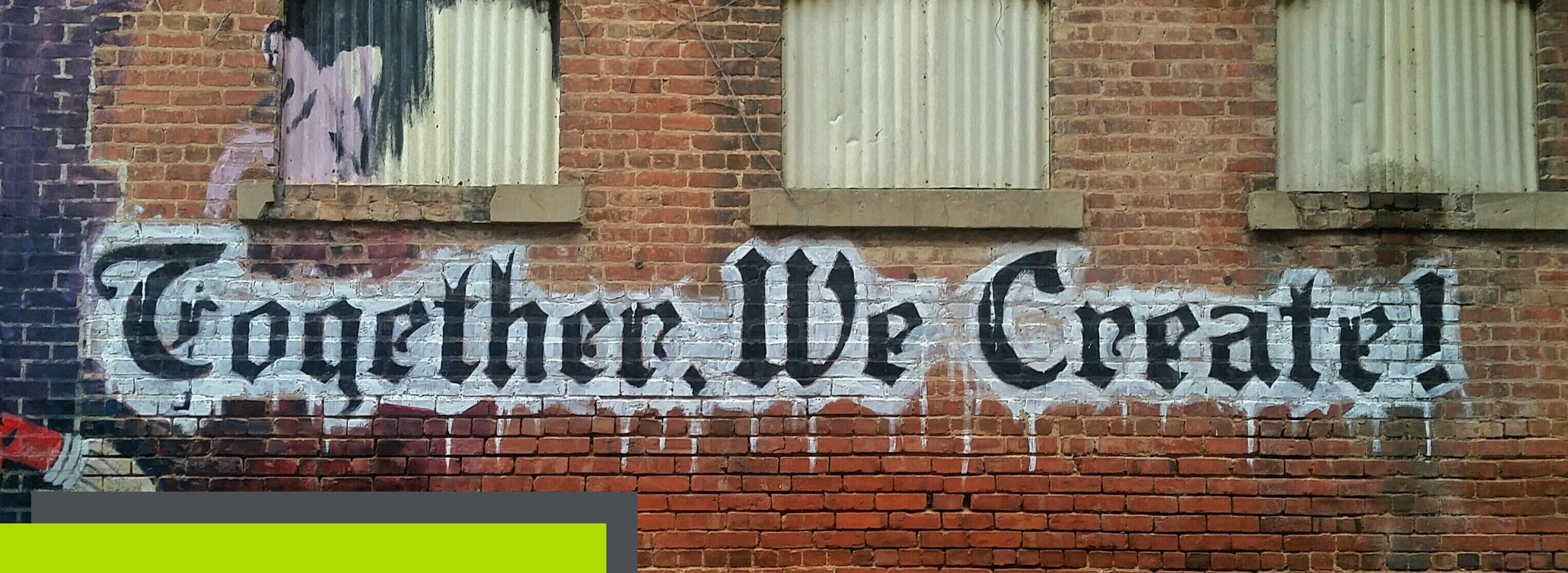




# TOP 10 INNOVATION INFUSIONS

clearworks





# A CULTURE OF INNOVATION

Building a culture of innovation is something that takes time. It involves a conscious effort to change behaviors, processes and ways of thinking.

Our Top Ten Innovation Infusions are fun and effective actions you can use along with your other innovation efforts. Most are quick and easy, some require a little more planning, but all of them are great ways to infuse innovation into your team, whether you have embarked on a larger culture shift or are just getting started.





1

## TAKE THE D.SCHOOL CRASH COURSE

**Think like a customer.**

We love the Virtual Crash Course in Design Thinking created by Stanford's Institute of Design or "D.School." It is a fun, fast-paced way to teach design thinking to teams and aligns nicely with how we do things at Clearworks.

The exercise only takes 90 minutes and everything you need is online here.



[CLICK HERE FOR INSTRUCTIONS](#)



# 2

## BUILD A TEAM JOURNEY LINE

**Take time to get to know each other.**

Help boost team creativity by taking time to get to know each other better. Building a Team Journey Line is one exercise we like to use. It's fun to create, generates a few laughs, and gives everyone a different perspective about their teammates.



**[CLICK HERE FOR INSTRUCTIONS](#)**







# 3

## **CREATE AN ONLINE INNOVATION CAMPAIGN**

**Create an online space for employees to ideate.**

Take a current team challenge and post it in an online space. Employees can engage easily by posting new ideas and voting and commenting on other ideas.

See the team collectively solve the challenge in real-time.

The space could be as simple as a Google doc or you can use an online platform such as Bright Idea.

# 4

## CONDUCT A TEAM VISIONING SESSION

### Help your team dream big.

Visioning exercises are great for getting your team to look to the future, dream big and plan a common goal. We developed our own visioning exercise called The Award to help teams come up with a mission and vision for where you want to go.

The Award can also be used for Ideation, as a Creativity Warm-Up or Team Building.



[CLICK HERE FOR INSTRUCTIONS](#)







# 5

## GRAB THE TINFOIL

**Not just for leftovers anymore.**

We love using tin foil to get teams thinking creatively.

Get to know team members better by asking them to create an object that represents themselves. Or you can have customers build prototypes or something that represents what you are trying to learn.

Anything is fair game!



6

## HOST AN IDEATION LUNCH BREAK

**Share a meal AND ideas.**

Have a tough challenge that needs a solution? Need some help ideating new features for your product? Pull a team of people together from across the organization. Be sure to include diverse skills, backgrounds, and functions – Product, Customer Service, Marketing, Engineering, Sales, etc.

Innovation Games® is one of our go-to sources for fun, interactive group ideation exercises.





# 7

## HARNESS YOUR SUPERPOWER

**To infinity and beyond.**

Everyone likes to think of themselves as a super-hero with special powers.

We created a fun game that can be played with your team as a creativity warm-up for an innovation workshop or as a team-building exercise.

What superpower do you want and how will that change what you can do?



[CLICK HERE FOR INSTRUCTIONS](#)





8

## TAKE A WALK IN YOUR CUSTOMER'S SHOES

**See your customer's POV.**

Creating a mobile device? Go watch people out and about using devices. Launching a new shopping or payment app? Go watch people shop and pay. If your product is more of an online experience, pretend you are the customer and run through their experience from research to purchase. Have your team do this exercise, take notes and bring it back to share.







## 9

## TAKE A “GET UNSTUCK” BREAK

**30 minutes may be all you need to get unstuck.**

We all take a coffee break when we need to refuel, why not a break to get unstuck?

Taking a break and doing a speed version of an innovation exercise is a great way to re-energize your team and work on a specific problem.

We keep the box of [75 Tools for Creative Thinking](#) on our desks, just for these types of break worthy moments!



# 10 **OPEN A BOTTLE OF WINE**

When all else fails....





# THANK YOU.

## WE'D RATHER TALK ABOUT YOU

We always start by listening. We want to know about your innovation challenges and what you're hoping to achieve. And hey, we get that sometimes you don't know what you don't know—so rest assured, we work more like partners than consultants, helping you identify opportunities, define objectives, and customize your path forward.

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