

INNOVATION TOOL – Ideku®



Introduction

Ideku® is a method for systematic generation of ideas.

Ideku® is a template consisting of a pink middle field, in which the problem is defined in the form of an open question.

Around the middle field there are 8 colored so-called “direction fields” (A to H).

Around each Direction Field there are 8 “Idea Fields” (1 to 8).

Thus, each Ideku® template has room for 64 ideas, based on one central question and 8 directions.

Group Size: 1-500 people

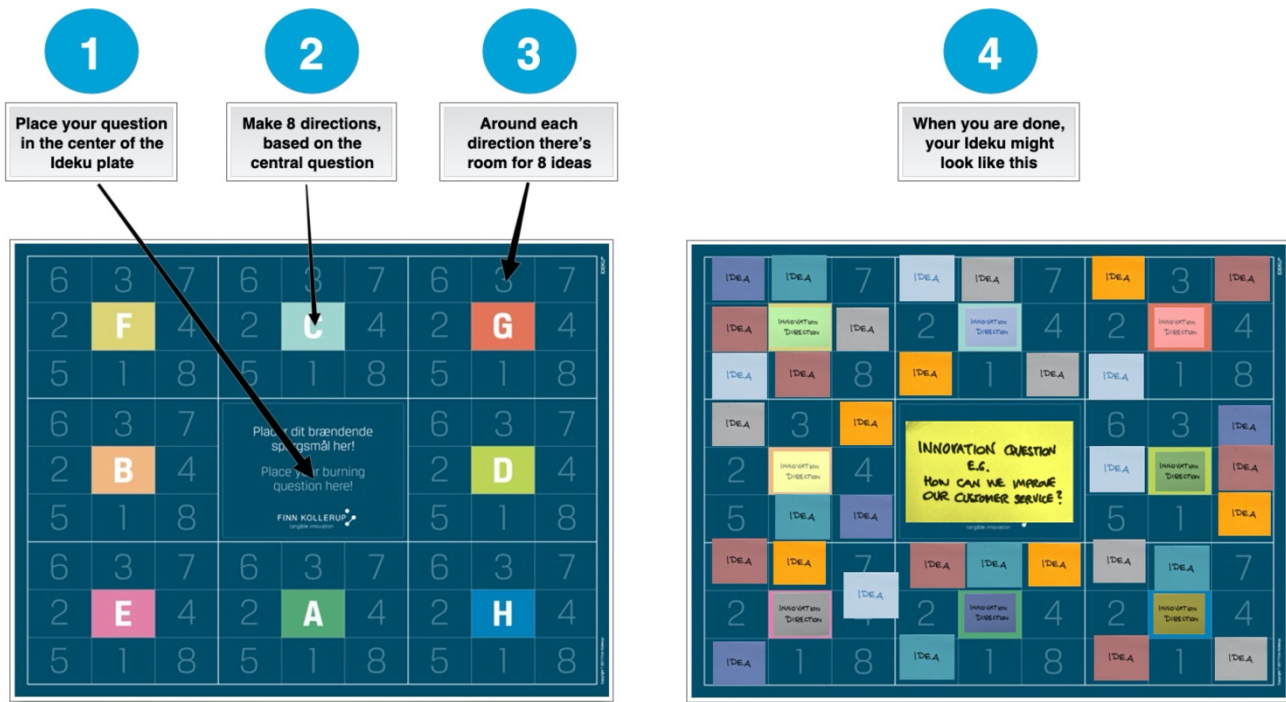
Starting Point: The need to find many ideas for your problem

Time: 1-2 hours

Materials: 2 Ideku® templates per group, small Post-it notes, pens

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Ideku® at a glance



1. Formulate an open innovation question on a Post-It and put it in the middle of the Ideku® plate.
2. Make 8 directions around the innovation question (A-H)
3. Generate ideas around each direction
4. Analyse the result and look for interesting ideas and patterns

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Running an Ideku® Session

1. Introduce the Ideku® method for the participants

2. First Round

1. Participants formulate the central problem – and write it on a Post-It placed in the middle pink box on the plate
2. Enter the 8 key directions related to the problem in the 8 fields A-H. Formulate these directions by writing a sentence starting with "By ...". Directions can be identified by asking the following questions:
 - a. What is it I want to achieve?
 - b. What elements of the problem are constant?
 - c. If my problem was a book, what would be the chapter headings?
3. If you have more than 8 directions, just use one more Ideku® template, or prioritize the directions.
4. Use the 8 directions as a springboard for new ideas by moving them out to the outer boxes with the letters A-H.
5. The 8 directions will now be the basis for generating 8 new ideas for each direction.
6. Continue the process until the Ideku® is complete, or until the time is up.
7. **Remember** to keep the momentum going! Avoid detailed discussion of each input. At this point, idea generation takes place as a regular brainstorming (brainwriting) session.
8. Consider using "Arbitrary Directions" to create wild, unusual ideas, e.g. say "the next ideas must be illegal..."
9. If participants engage in too much discussion, consider "5 minutes of silence", i.e. nobody talks – this is also a great way to have everyone participating.

3. Second Round

1. From each table let one person stay, while the remaining participants spread to the other tables – as an alternative, you can simply swap Ideku® plates with the neighbouring table.
2. The host gives a short overview of the central question, and the idea generation continues in the new group.
3. The "visitors" may also formulate new directions on a fresh Ideku® plate, and generate ideas from these.

4. Third Round

1. Visitors return to their home table, and see what was added while they were away, alternatively you swap Ideku® plates back.
2. Final ideas are added, and the group takes a conversation about process and outcome.

After the Session

Based on the many ideas found on the IDEKU® plates, participants select one or more ideas for further development.