

Ideation guidelines



Encourage wild ideas

Crazy ideas can inspire people to think of unusual and innovative solutions. There are no bad ideas!

Defer judgement

You never know where a great solution is going to grow from. Perhaps it's that wild idea your colleague shared?



Go for quantity

Thomas Edison once said, "To have a great idea, have a lot of them."



Build on each other's ideas

Stay positive and curious, with a "yes, and..." mindset.



Stay on topic

Save time and effort by staying on topic and solving one problem at a time.

Express yourself, your way

Add sticky notes, drawings, voice messages or other ways to communicate your ideas clearly. If all ideas are shared and understood, they can be reviewed, built upon and discussed in a collaborative way.

