

IDEATION BLOSSOM

WHAT IS IT?

The **Ideation Blossom**, inspired by Lotus Blossom Technique, combines brainstorming and mind-mapping to create an extensive graphic that explores many aspects of a problem/ relationships between components of a problem by combining structure and creativity.

Ideation Blossom helps organise thinking around significant themes, and explore a number of alternative possibilities and ideas.













The layout contains eight 8-petals blossoms, and are arranged around a centre blossom where a concept or a problem stands. The petals of the other blossoms around the centre blossom are related to that concept or problem.

HOW DOES IT WORK?

The guidelines for Ideation Blossom are:

- 1) Write a problem to be solved, an item to be improved, or a theme to be examined in the centre of the central blossom.
- 2) Brainstorm solutions, related concepts or ideas and write a keyword description in each of the petals surrounding the centre of the central blossom.
- 3) Around the central blossom, draw eight blossoms (each with 8 petals), each to be used to further break down the sub-topics.
- 4) Take each of the words written in the central blossom and put those words in the centres of the petals of the surrounding blossoms.
- 5) For each blossom, brainstorm ideas related to its central theme and write them in the petals surrounding the idea in the centre of the blossom.
- 6) Upon finishing, there will be 64 ideas that help solve the original problem.

USE IT TO

-  SET INNOVATION OBJECTIVES ✓
-  DEVELOP INNOVATION FRAMEWORK ✓
-  IMPROVE INNOVATION PROCESS ✓
-  LEVERAGE PEOPLE'S TALENT ✓
-  STIMULATE COLLABORATION ✓
-  GROW INNOVATION NETWORKS
-  BOOST CREATIVITY & INNOVATION CULTURE ✓
-  ENCOURAGE BUSINESS MODEL INNOVATION
-  MONITOR INNOVATION PROGRESS
-  SCALE
-  MANAGE INNOVATION FINANCIALS
-  INCREASE INNOVATION VISIBILITY

COMPLEXITY



DURATION

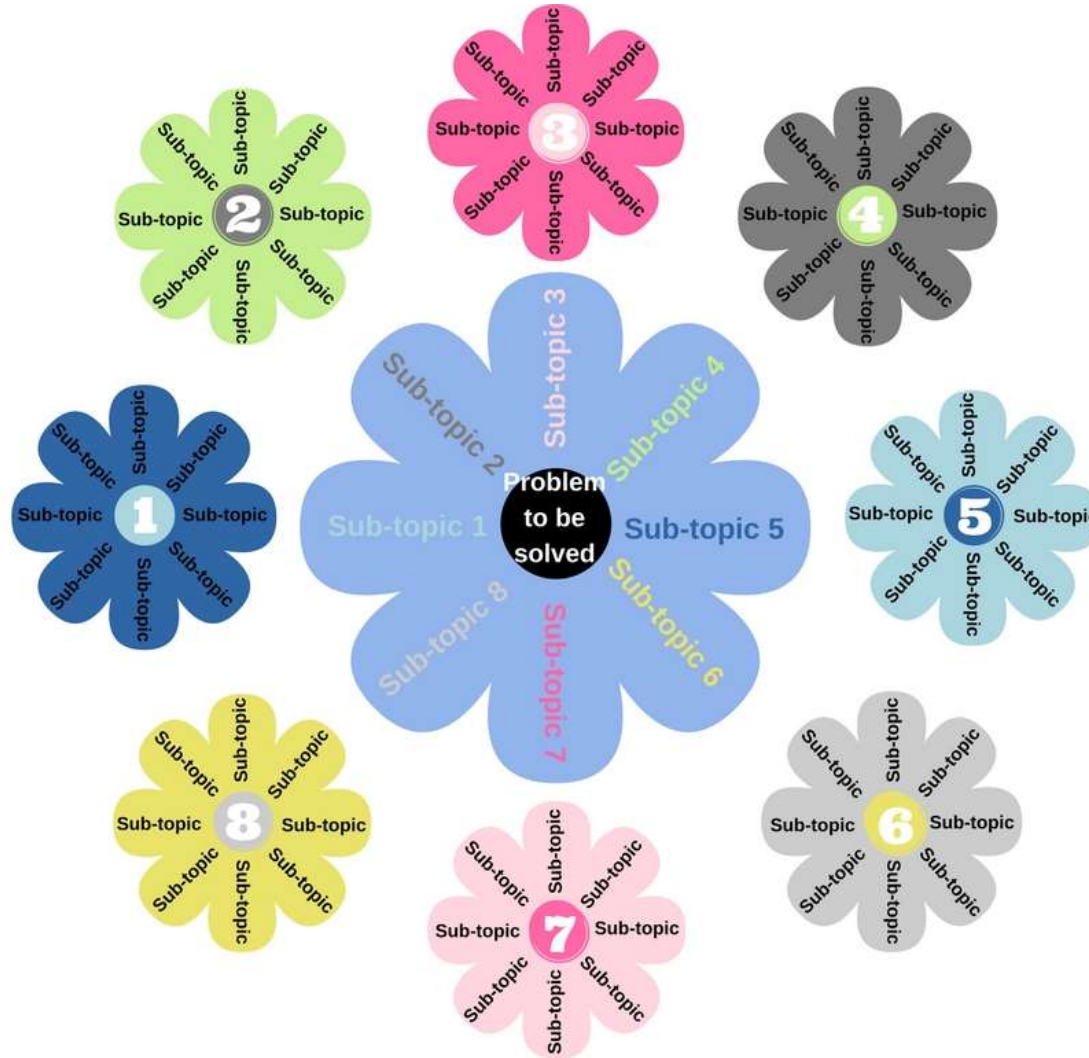


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Source: Cotton, D. (2016): The Smart Solution Book: 68 Tools for Brainstorming, Problem Solving and Decision Making

IDEATION BLOSSOM

Illustrative



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