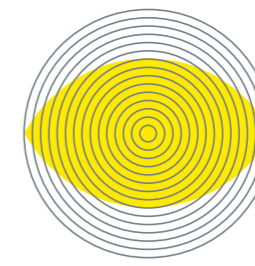


How to use the ideas station:



THE LENS
Valuing Ideas.
Inspiring People.
Powering Innovation.

You will need lots of post-it notes & pens and about an hour to complete this exercise.

- Get the team together and ask the following questions to get you started:
 - How can we help make our customers lives better?
 - What do we complain about?
 - What do we know works in other places?
 - What are we doing well but think we could improve or deliver to more people?

- Write each problem down on one post-it note and add them to Box 1.
- Next step is to brainstorm all the potential solutions to the problems you have identified, remember no idea is a bad idea at this point! Add these to Box 2.

- Once you have all your ideas written down, go through each one and ask the team to add their ideas to the relevant box:
 - What difference will this make?
 - How would you deliver it?
- By answering these questions you should be able to start focussing on the good ideas and look at developing these further.

1. What problems do we need to solve?

2. What are the potential solutions?

3. What difference will this make?

4. How would you deliver it?