Worst idea ever

Ideation

Leadership:	1 Person
Room structure:	Open space
Required resources:	Paper and pens
Time needed:	30 - 90 minutes
Group size:	5+

Facilitator's Instructions:

The set up:
- Have the participants sit in group of 3-5

The activity:
- The facilitator briefs ideation session participants about the problem statement, the overall goals, and important user insights.
- Then the facilitator asks the participants to come up with extremely bad, terrible, stupid, or even illegal ideas. You can do this as a collective brainstorm session, or you can ask all participants to write down their worst ideas individually.
- You could also use the Brainwriting method, where each participant fills out idea cards/papers with his/her worst possible ideas for 3-5 minutes and then passes on the idea card to another participant, who elaborates on his/her worst possible ideas, and so forth.
- As the facilitator, be sure to push your group to generate *extremely* bad ideas! This will help get participants laughing and re-engaged. As a facilitator of ideation sessions, it's your job to help participants open their minds and hearts, and the Worst Idea method can help you do just that – especially if you combine it with the collective Brainstorm method.
- The technique includes generating as many terrible ideas as *possible*.
- It includes listing the attributes of the worst ideas.
- Investigate which attributes of the ideas make them really bad.
- Once the participants have generated a list of their worst ideas, you as the facilitator should challenge the group to turn those horrible ideas into *good* ones. They can either consider the ideas' opposites, or they can look for aspects within the terrible ideas that might inspire a *good* one. Or, you can consider simply removing the worst attribute and replacing it with something else. Mix and match different bad ideas, and see what comes out.