

# BRAINSTORM IN A BOX



TIME  
60 minutes  
per topic



SIZE  
3-7 people  
per group



MATERIALS  
paper, post its,  
pens, camera

WE'RE SEEKING YOUR FRESH IDEAS ON YOUTH EMPLOYMENT! KICKSTART YOUR COLLECTIVE CREATIVITY WITH THIS KIT.

## 1. GET READY

Gather your materials & find a space. Bring lots of pens/post its for writing, print out enough worksheets for your attendees and bring a camera to capture photos of participation. It's also helpful to have a large wall or board where you can put up post its and notes as your group brainstorms.

## 2. PICK A TOPIC

Choose your favourite Brainstorm Question from the attached list. Which one inspires your group?

## 3. BRAINSTORM (15 MIN)

Go for quantity of content. Have people write out ideas and put them up; don't worry about organising or filtering at first. Set a timer so you don't go over. Check out the Brainstorming Tips.

## 4. PICK FAVOURITES & DIG DEEPER (15 MIN)

Use colourful dots or markers and have each person vote on their favourite idea. This helps to distill down to just a few top ideas. Break into teams around favourite ideas and fill out worksheets to delve deeper. Check out the Brainstorm Worksheet.

## 5. DISCUSS & REFLECT (15 MIN)

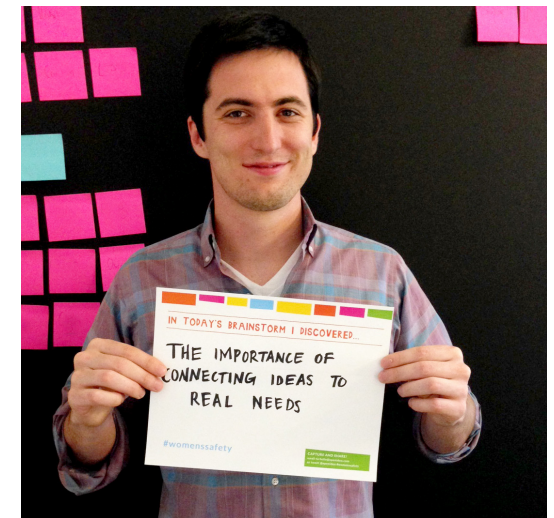
Come back together as a group and share thoughts/insights from the worksheets and brainstorm. What were your key learnings? What obstacles might people encounter and how can you work around them? Have people fill out the Discovery page, take a picture of them with their page and send to [hello@openideo.com](mailto:hello@openideo.com)

## 6. UPLOAD & SHARE (15 MIN)

Encourage people to take ownership of ideas and by uploading ideas online. Go to OpenIDEO <http://ideo.pn/ye-ideas>. You'll find that insights from the worksheet are a great launching point for your first Ideas post. Photos and notes from your session are also a great addition!

### BRAINSTORMING TIPS

- Build on the ideas of others
- Encourage wild ideas
- Go for quantity
- Be visual
- One conversation at a time
- Defer judgement
- Stay focused on the topic



SHARE/UPLOAD YOUR IDEAS!  
<http://ideo.pn/ye-ideas>



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# BRAINSTORM QUESTIONS

CHOOSE A QUESTION FROM THIS LIST OR MAKE UP YOUR OWN. BRAINSTORM IDEAS AROUND THE PROMPT.

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EXPERIENCE AND LEARNING PLAY A SIGNIFICANT ROLE IN DEVELOPING BOTH SOFT AND HARD SKILLS IN PREPARATION FOR 21ST CENTURY JOBS.

How might we engage schools, employers, NGOs and governments to equip youth with career skills alongside continuing to encourage creativity in education?

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FORWARD-THINKING EMPLOYERS AROUND THE WORLD ARE DEVELOPING CREATIVE WAYS OF TESTING SKILLS SUCH AS COLLABORATION AND CRITICAL THINKING. HOWEVER, MANY TALENTED YOUNG PEOPLE STILL STRUGGLE WITH TRADITIONAL RECRUITING APPROACHES.

How might we re-think the recruiting process to align the needs of employers with potential employees' talent?

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FROM THEIR CREATIVE CURIOSITY THAT WELCOMES NEW CHALLENGES TO THEIR INNOVATIVE USE OF TECHNOLOGY, YOUNG PEOPLE AROUND THE WORLD ARE RE-WRITING THE WORKFORCE AND ALTERING TRADITIONAL PATHWAYS TO EMPLOYMENT.

How might we support young people to pioneer new types of employment and entrepreneurship?

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YOUNG PEOPLE MAY LACK THE NETWORKS AND CONNECTIONS THAT ARE TRADITIONALLY THE MAJOR SOURCES OF ACCESS TO JOB OPPORTUNITIES..

How might we enable youth to identify and pursue employment opportunities through strengthened networks & improved access to information?

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FOR A MYRIAD OF REASONS, MANY YOUNG PEOPLE FACE CHALLENGES IN STAYING FOCUSED ON THEIR EDUCATION AND EMPLOYMENT PURSUIT.

How might we support youth who face specific obstacles and challenges to gain employment?

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DURING OUR RESEARCH PHASE WE LEARNED ABOUT EXCITING INITIATIVES THAT ARE ALREADY CREATING EMPLOYMENT OPPORTUNITIES & PATHWAYS.

How might we build better employment opportunities and pathways by bringing existing successful approaches and concepts to new communities?

**SHARE/UPLOAD YOUR IDEAS!**  
<http://ideo.pn/ye-ideas>

# BRAINSTORM WORKSHEET



TIME  
10 minutes



SIZE  
Any



MATERIALS  
worksheet, pens

USE THIS WORKSHEET AFTER YOU'VE BRAINSTORMED TO DIG DEEPER INTO ONE OF YOUR FAVOURITE IDEAS.

1. WHAT ABOUT THIS IDEA EXCITES YOU?

2. EXPLAIN YOUR IDEA IN ONE SENTENCE.

3. WHAT IS THE NEED YOU ARE TRYING TO SOLVE?

4. WHO WILL BENEFIT FROM THIS IDEA?

SHARE/UPLOAD YOUR IDEAS!  
<http://ideo.pn/ye-ideas>



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AT TODAY'S BRAINSTORM I DISCOVERED...

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#CGIopen

CAPTURE AND SHARE!

tweet @openideo #CGIopen or share  
on [www.facebook.com/openideo](http://www.facebook.com/openideo)