



# Brainstorm in a Box

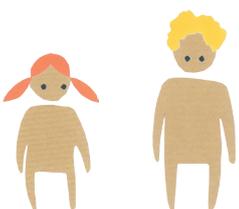
Welcome to the ideas-toolkit for our Business Impact Challenge!

We're tackling the issue of for-profit businesses that innovate for world benefit, and it's great that you're joining the journey.

In the Concepting phase we're seeking your fresh ideas that address the challenge question. These could be big ideas, little ideas, partnership ideas, story ideas, measurement ideas... all are welcome.

Running a live brainstorm with your friends and colleagues is a great way to get some ideas down quickly and easily. This Brainstorm in a Box is a handy toolkit for hosting your own OpenIDEO brainstorm – we call them OpenSTORMS.

Once you've run your brainstorm, be sure to upload your ideas online at: <http://bit.ly/bizimpact-ideas>



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How might we identify and celebrate businesses that innovate for world benefit – and inspire other companies to do the same?

open IDEO



## Here's how...



### 1. Gather your participants and materials

Send out an email, organise brunch, meet after class – anything to get your brainstorm group together. 3-7 is a good group size. Alternatively, you could also use this toolkit to generate ideas on your own while commuting to work, waiting for a friend or instead of watching TV.

Materials to have ready include blank paper, printouts of the Concept Capture Sheets we've provided below, post-its, pens and sharpies. Sweets or snacks are also good for a pick-me-up during brainstorm sessions to keep folks motivated!

### 2. Pick a brainstorm topic

We prefer to stimulate creative thinking in the form of a “How might we...” question. Like, “How might we use storytelling to raise awareness and inspire businesses to innovate for world benefit?”

### 3. Start with a warmup exercise

To get your group energy flowing, try a quick warm-up exercise that's related to the topic you're exploring (check out the next page for tips)

### 4. Rapidly brainstorm!

Brainstorm for 15-30 minutes on each topic. Go for quantity, defer judgement... read the Rules of Brainstorm before you start: [http://bit.ly/oi\\_brainstorm](http://bit.ly/oi_brainstorm)

### 5. Upload the concepts

Potentially the most challenging and important part of your mission – uploading the ideas to OpenIDEO afterward! With the Concept Capture Sheets below, you can photograph or scan your ideas and upload them to our Concepting phase. <http://bit.ly/bizimpact-ideas> Add some text to flesh out your idea and spark conversation from others.



# Brainstorming topics

## How might we use online networks or digital tools to surface stories of for-profit businesses acting as agents of world benefit – and help them go viral?

Essentially our challenge is about highlighting and spreading stories of businesses that innovate for world benefit. How can we leverage the connecting power and wide reach of the internet, social media and other digital platforms to identify these stories, spread them globally and inspire other businesses to follow suit? **Warm-up: List 10 online tools that help you keep updated on news, stories, causes or current events**

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## How might we enable anyone – regardless of their location, language, economic status or other factors – to identify and nominate their favorite examples of for-profit businesses that innovate for world benefit?

Our challenge sponsor is eager to create its own program to celebrate business innovations for world benefit, which means that collecting nominations from all over the world will be an important part of the process. What concepts can we design to help surface the best global examples? **Warm-up: Name 15 examples of platforms, programs or initiatives that identify/celebrate the best in any field**

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## How might we create tools to measure or value a company's innovations for world benefit?

Innovating for world benefit is a long-term, ambitious goal – so let's think about ways to help for-profit businesses set short-term goals, track their progress along the way and benchmark their success against their peers. What might help them measure the positive impact they're having on the world? **Warm-up: List 10 tools you use that help you set goals and track your own progress.**

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## How might we motivate and inspire for-profit businesses to join this movement of innovating for world benefit?

While 'doing the right thing' is an important motivator for many organizations, it's possible that businesses might need more convincing to start or continue innovating for world benefit. What might we design to inspire businesses to innovate in this way? What kinds of incentives or rewards might we create to help them take the first step? **Warm-up: Name 15 experiences, campaigns, people or movements that have inspired you to make a change, get involved, or act in some new way.**

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Concept Capture Sheet

Name \_\_\_\_\_

Sketch your concept!

Quick summary

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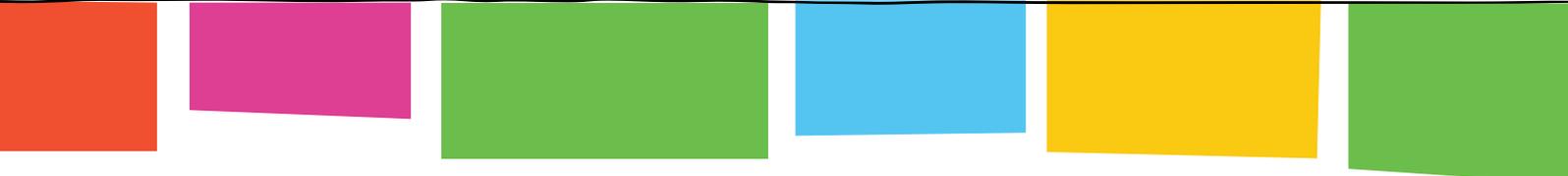
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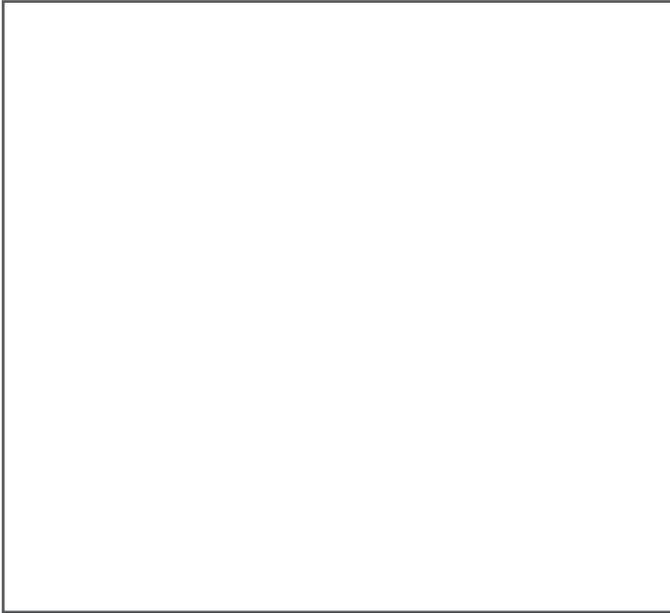
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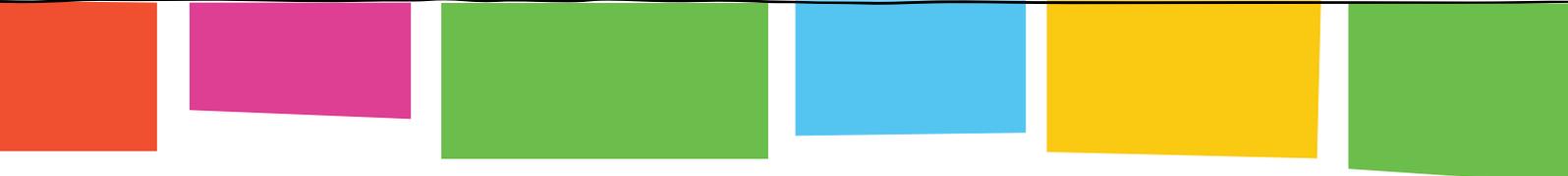
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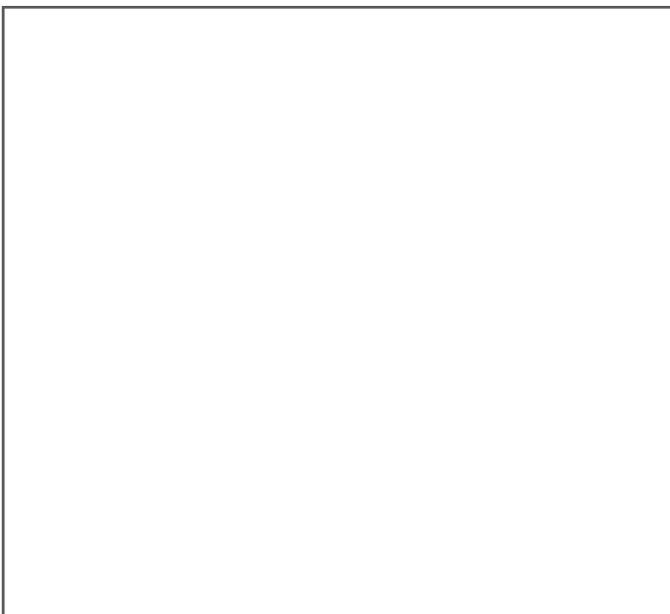
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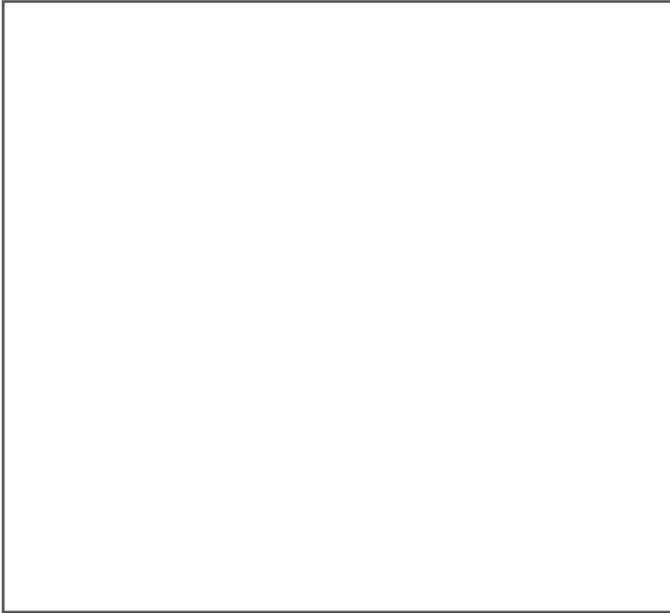
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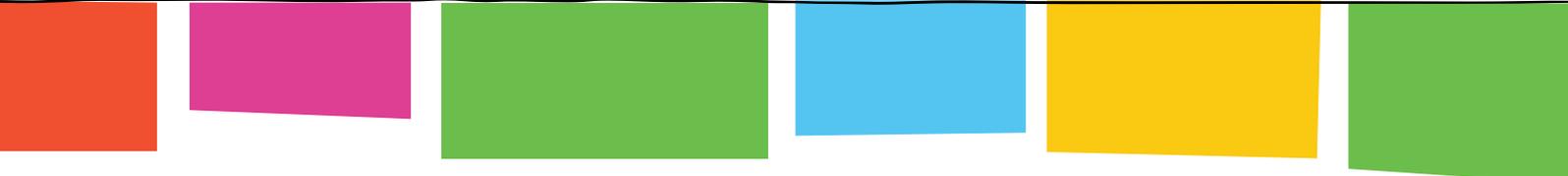
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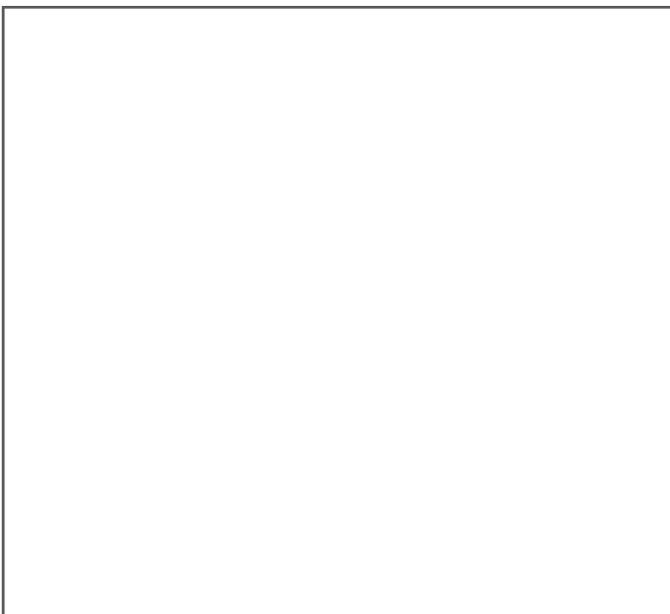
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