Nottingham University Business School

UNITED KINGDOM · CHINA · MALAYSIA

Haydn Green Institute for Innovation and Entrepreneurship

The Ingenuity Process

1 Define

precisely what is wanted

(Discuss within your team)

Explain
Describe the chain of events that led to this problem/opportunity. How do we know this is a problem worth solving?

Effects
What is the impact? Describe what will happen if we do nothing.

Who
List the people and organisations who are stakeholders in this problem/opportunity.

Linked
What other problems need to be solved at the same time?

Root Causes
What are the fundamental issues that must be addressed?

Target
How will we know we have reached our objective – what are the criteria for success?

Next
What are the priorities and which root cause should we deal with first?

2 Discover

as many alternatives as possible

(Working individually)

First Thoughts
Use post-it notes to capture at least five ideas to address your chosen root cause.

Similar
Use post-it notes to capture at least five more solutions from comparable situations.

Dream
Use post-it notes to capture at least five more ideas no matter how impractical they may be.

3 Determine

which is the most effective

(Discuss within your team)

Discuss
Compare your ideas with your team.

Combine
If you have similar ideas try to combine them together. ("Yes AND...", not "Yes but...").

Sort
Place post-it notes into short term (can do tomorrow), medium term (can do next month) and longer term (can do in six months) categories.

Decide
Agree on your most effective idea from each category.