

# IDEA GENERATION

No idea is a bad idea!

Everyone can generate IDEAS, all you need is a bit of direction. Generating IDEAS is crucial for staying ahead of the competition. IDEAS are needed at all stages of business. If you are starting out, you need an IDEA. So, open your mind and try using these IDEA generation techniques:

## Inside out

The best way to generate ideas is to draw from your own experience. Most business ideas have come from the founder's own frustrations and problems. They project their own, internal problems outwards by generating a solution. Keep your eyes open and look for opportunities to improve a current product or service.

Gain inspiration from your surroundings, from your passions and your skills!



## Distance yourself

Sometimes generating new ideas can be tiring. You can spend hours trying to come up with solutions to your problems. Most of the time, giving your brain a break and distancing yourself will mean you often find you come up with new ideas.

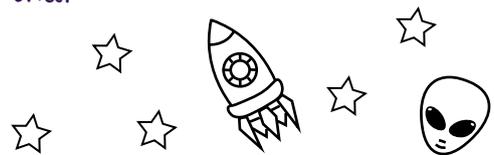
Some say the best ideas come to you in the shower!



## Exercise your mind

Instead of analysing all ideas when they are generated, try writing every idea down. Not limiting yourself and allowing the freedom to generate as many ideas as you can will lead you to the golden idea.

All ideas should be considered - big, small, crazy and impossible ones.



## All together now

More minds are stronger than one, so get a group together to generate ideas. Draw off other people's experiences and backgrounds; they will have a different perspective and will help in the idea generation process.

Team work makes the dream work.



## Spider diagram

Spider diagrams are also another way to generate ideas. They allow you to create a visual representation of the idea generation process. Turn to the next page to get started.

Create your sketch to help you come up with a new idea

# So what's your main idea?



Draw lines from your main idea that lead out to each sub-topic / idea.

Remember: there is no set structure to a spider diagram, so do whatever works best for you.

