3

Try

Yes, let’s...

This part of the toolkit has a set of small actions that will each take less than hour.

Use them to evolve, iterate or expand the ideas you generated using the Imagine Cards or any concept or idea that you want to nurture.

Think of them as playful excursions. Perhaps one will be the spark for something bigger.
“Almost all creativity involves purposeful play.”

Abraham Maslow
**WHY TRY THIS**
Sketching helps you clarify ideas and communicate them more effectively.

**TRY IT FOR**
10 mins

---

**make a sketch**

Find a blank sheet of paper and sketch your concept or idea.

Start by doodling. Then sketch your concept. Sketch how people use it.

**Round 2:** Sketch five variations of your idea.
write a news headline

What would the headline be if your idea or concept was covered in the news?

Write the headline and the first two sentences of the story.

Remember the press doesn’t just describe the idea, the press covers news. Why is your idea newsworthy?

WHY TRY THIS
Writing a news headline helps you consider the key insight behind your idea and why it matters.
**make it physical**

Make a physical representation of your idea using these 4 things: a pen, a sheet of paper, a roll of tape, and a paper clip.

If you don’t have a particular item, use what you have. Show it to someone and ask them for one suggestion to improve the idea.

**WHY TRY THIS**

The conversation changes when you share something physical with someone.

**TRY IT FOR**

15-20 mins
act it out

Act out a scene in the world in which your idea or concept already exists.

Use the things around you and furniture as props. Ask a teammate to join.

Show your act to a third person.

WHY TRY THIS
Acting will give you a kinesthetic understanding of your idea. It also helps you consider it in context.

TRY IT FOR
15-20 mins
**make a 2 minute video**

Use any camera and tell a 2 minute story of your concept on video. It doesn’t have to be perfect.

Send it to someone.

**Round 2:** Make a video with a physical representation or sketch of your concept.

**WHY TRY THIS**
Being brief forces you to synthesize the most important aspects of your concept. Video is also easy to share.

**TRY IT FOR**
5 mins
**make a comic strip**

Imagine the 3 panel comic strip on the left is a scene in the world of your idea. What are the characters saying?

**Round 2:** Make another 3 panel comic strip of your own.

---

**WHY TRY THIS**

Writing dialogue makes you consider the perspective of the people who might actually use your concept.

**TRY IT FOR**

15–20 mins
walk and talk

Find a teammate to join you on a 15 minute walk to talk about your idea.

Round 2: Ask him or her to join you in acting it out or making a physical version together.

WHY TRY THIS
Communicating your idea will clarify your idea. You might also find potential collaborators.
talk to someone who will use it

Who is going to use your concept?

Talk to them and learn about their life.

Round 2: Make something (a sketch, a comic strip, a physical thing) and show it to them without explaining what it is.

WHY TRY THIS
Interacting with people builds your empathy for their needs, which helps you design better solutions.

TRY IT FOR
20 mins
**make a timeline**

Think of five moments when someone who might use your concept will interact with it.

Plot it on a timeline. What might they do before and after?

**WHY TRY THIS**
You might find new opportunities that you had overlooked before.

**TRY IT FOR**
20 mins

A timeline of the process of getting coffee.
Horizontal surfaces attract clutter. An observation from the book ‘Make Space’

**change the space**

Make one change in your space that will make it easy to take action on your idea.

Put a reminder, remove (or add) something, turn something upside down.

**Round 2:** What changes can you make to the spaces in your organization?

**WHY TRY THIS**

Our environment affects our behavior. Subtle changes can lead to big insights.

TRY IT FOR 30 mins

REVISIT IT in a week
do something without seeking permission

Is there something you want to do, but think you won’t get permission to do it?

Give yourself the permission to do it. Try it and then share a story afterwards.

WHY TRY THIS
Sometimes the only permission we need is our own.

PLAN IT
15 mins

DO IT
30 mins
try anything

Set aside 15 minutes. Now. Do something that will advance an idea you’ve been procrastinating on.

What is a specific thing you can do in 15 minutes? Don’t make a to-do list. Do one active thing to keep moving.

WHY TRY THIS
Sometimes the hardest thing about getting started, is getting started.
Some of these actions will lead somewhere; others will be dead-ends.

But no effort is a waste. Use any false starts or failed prototypes as compost to generate new beginnings, new futures.

*Keep reflecting, keep imagining, keep trying.*

See you in the future.