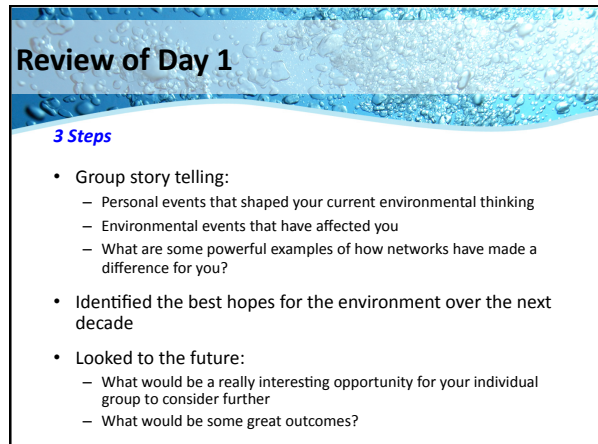


**Strategic Thinking Part 2** 22<sup>nd</sup> June 2010

**Ideas for Solution**

Martin Bloxham  
Barefoot Partnership, UK

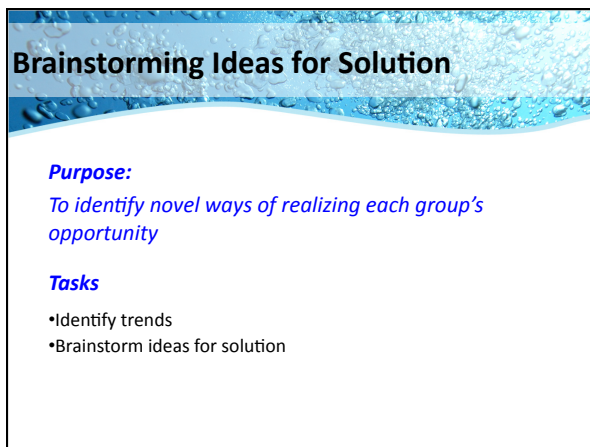
The Barefoot Partnership Ltd



**Review of Day 1**

**3 Steps**

- Group story telling:
  - Personal events that shaped your current environmental thinking
  - Environmental events that have affected you
  - What are some powerful examples of how networks have made a difference for you?
- Identified the best hopes for the environment over the next decade
- Looked to the future:
  - What would be a really interesting opportunity for your individual group to consider further
  - What would be some great outcomes?

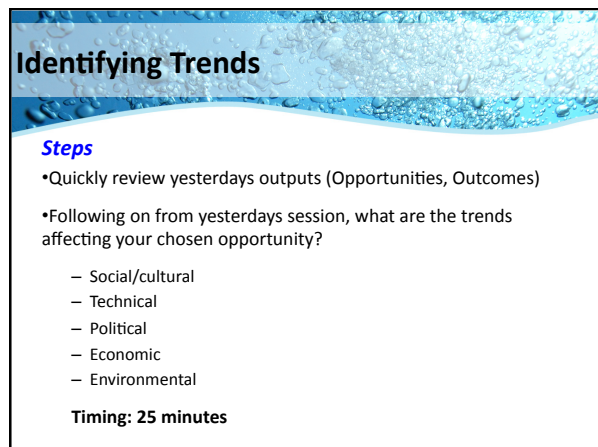


**Brainstorming Ideas for Solution**

**Purpose:**  
*To identify novel ways of realizing each group's opportunity*

**Tasks**

- Identify trends
- Brainstorm ideas for solution



**Identifying Trends**

**Steps**

- Quickly review yesterdays outputs (Opportunities, Outcomes)
- Following on from yesterdays session, what are the trends affecting your chosen opportunity?
  - Social/cultural
  - Technical
  - Political
  - Economic
  - Environmental

**Timing: 25 minutes**

## Brainstorming Ideas for Solution

### Question:

Based on the opportunity and the trends identified, what could be possible ideas to realize the opportunity? For example:

- Research program areas?
- New innovations?
- New organizations?
- Innovative new media solutions?
- New education programs?
- ????

## Brainstorming Ideas for Solution

### Steps

Working in groups

- Brainstorm ideas
  - Be as creative as possible – Golden rules of brainstorming

## The “golden rules” of brainstorming

### Do's

- Accept every idea
- Encourage unconventional ideas
- Expand on each other's ideas

### Don'ts

- Don't evaluate
- Don't clarify or seek clarification
- Avoid linking names to ideas

## Brainstorming Ideas for Solution

### Steps

Working in groups

- Brainstorm ideas
  - Be as creative as possible – Golden rules of brainstorming
- Once a list has been drawn up, select up to 3
- Prepare to share

Timing: 45 minutes

- Share with whole group (2 minutes per group)