IDEA GENERATION

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Idea generation

Time management

Conceptual blocks

Random stimulation

Visualizing the future

Subversive ideas from the past

Collective intelligence

Visualizing dreams

Inspiring courses

Apps

Time management

"If you can dream it, you can do it"

Walt Disney

Creative periods come from interrupted time blocks

Use "low quality" time periods for calls, meetings and routine work

Avoid interruptions: for each 5 minutes of

Interruption; it will take 5 other minutes to

recover the normal work flow

Adapted from "Time Management Talk"

Randy Pausch, Carnegie Mellon

(https://www.youtube.com/watch?v=oTugjssqOT0)

The four-quadrant TO DO List

	Due Soon	Not Due Soon
Important	1	2
Not Important	3	4

Conceptual blocks

Perceptual blocks

   lack of perspective and the adoption of stereotypes

Emotional blocks

   risk aversion and preference to criticize rather than generate ideas

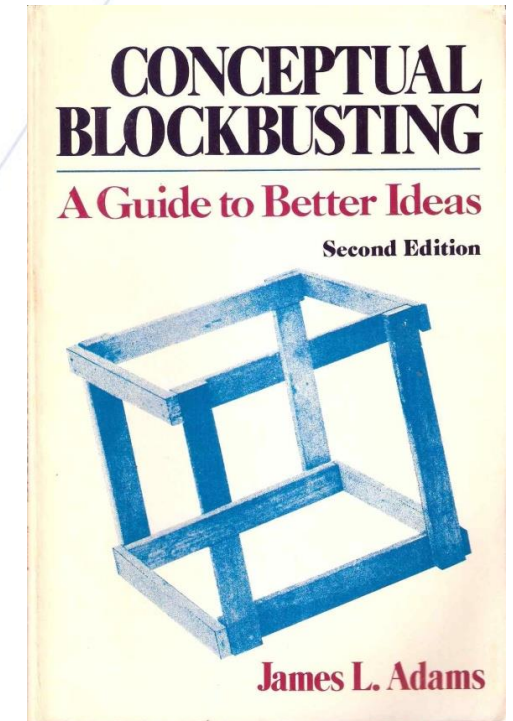**Cultural blocks**

   absence of fantasy and humor and traditionalism

Environmental blocks

   lack of cooperation and support for innovative ideas

Intellectual blocks

   access to information by osmosis

James Adams, Conceptual Blockbusting

CONCEPTUAL
BLOCKBUSTING
A Guide to Better Ideas
Second Edition

James L. Adams

http://courses.washington.edu/art166sp/
documents/Spring2012/readings/week_3
/2_ConceptualBlockbusting.pdf

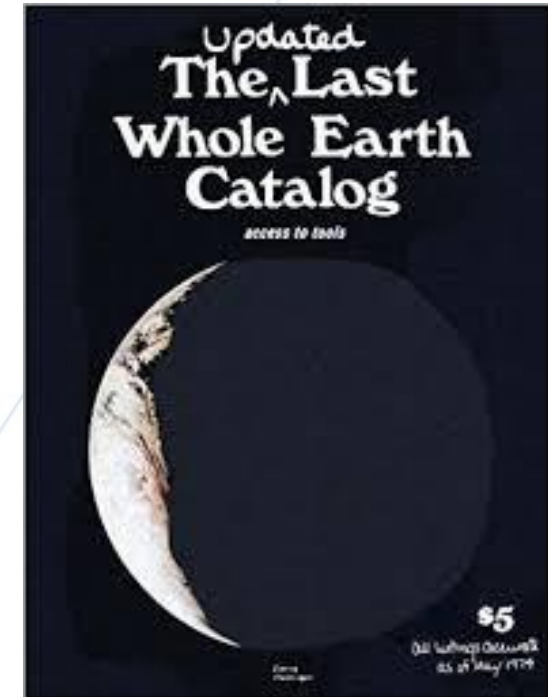# Random stimulation

Explore different scientific ideas

Persi Diaconis, https://arxiv.org/pdf/1306.3039.pdf

Explore "half-baked ideas"

I.J. Good, https://projecteuclid.org/download/pdf_1/euclid.ss/1032209661

Explore intersections of art, science, culture and technology

Stephen Wilson, http://userwww.sfsu.edu/infoarts/links/wilson.artlinks2.bio.html
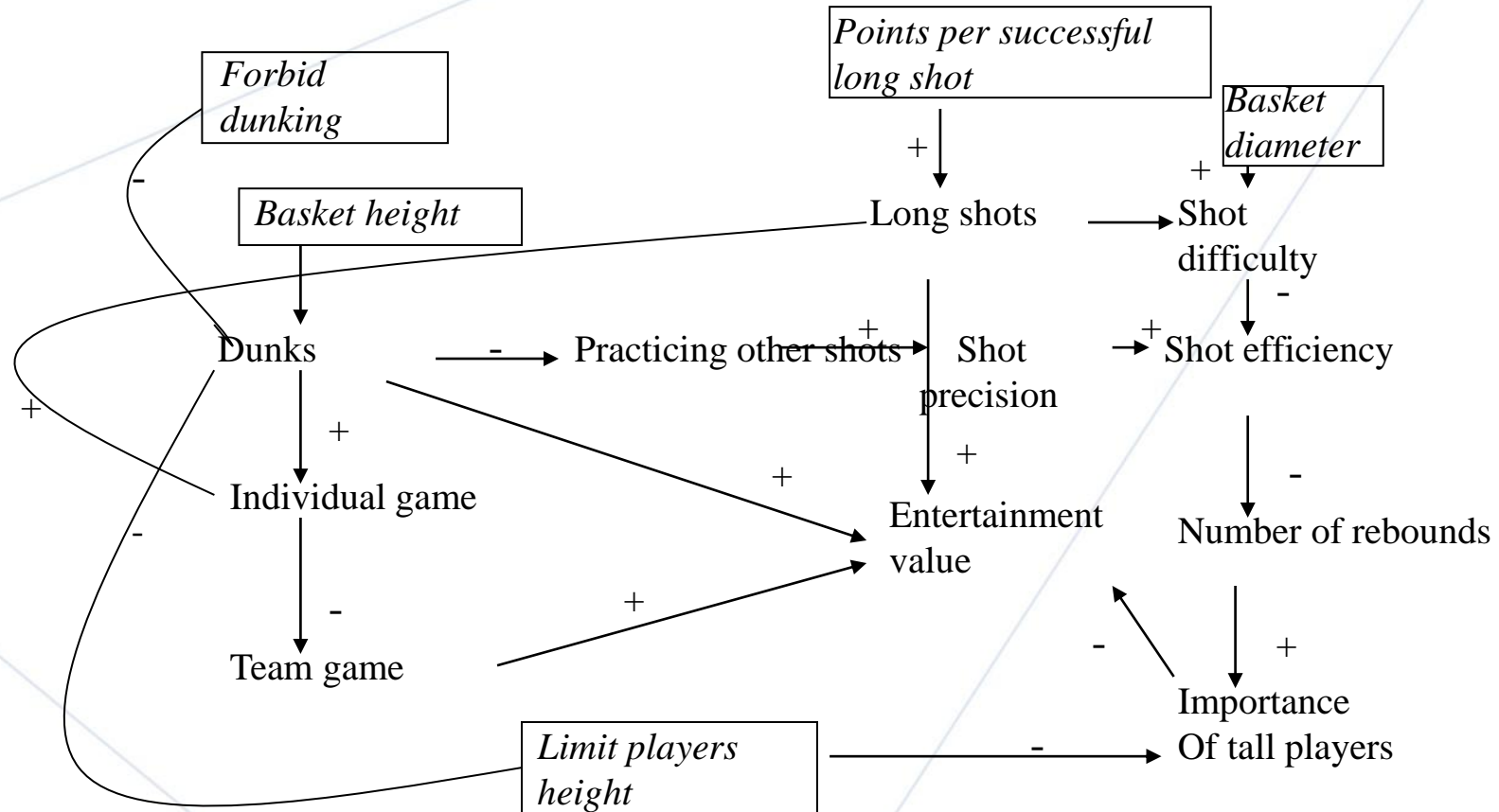
NBA circa 1979

The entertainment value of a basketball game increases with a team-oriented game, long shots and dunks. However, many fans think that the growing importance of tall players diminishes that value. They also say that dunking encourages individualism, at the expense of a more collective team game.

Players that tend to dunk, practice less the other shots reducing their precision and, thus, the shot efficiency, the percentage of shots that go in.

Shot efficiency also depends on the difficulty of the shot as influenced by the opposing players or basket features. With less efficiency there will be more rebounds reinforcing the relevance of taller players.

Causal diagramming

Points per successful long shot

Basket diameter

Forbid dunking

Basket height

Long shots

Shot difficulty

Dunks

Practicing other shots

Shot precision

Shot efficiency

Individual game

Entertainment value

Number of rebounds

Team game

Importance Of tall players

Limit players height

Areas of interest

Education

Food

Health

Mobility

Sports

Cities, Nature, Environment and Clean Tech

New business development

AR/VR/AI/IoT/Blockchain/ Quantum Computing/Bio Computing

Scientific and professional societies

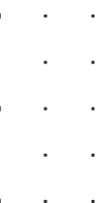i.e., ACM, IEEE, VRARA, AWE

Universities

i.e., MIT, Cornell, Harvard, Princeton, Stanford, Johns Hopkins

Blogs, newsletters, Twitter

i.e., Azeem Azhar, Benedict Evans, Fred Wilson, Paul Graham, O'Reilly, Lenny Rachitsky, CB Insights, Stratechery

I&D in companies

i.e., Google, Amazon, Facebook, Microsoft

Random stimulation

Major global and national generalist media

NYT, Washington Post, Guardian, Economist, BBC, Quartz, Politico, Publico, DN, Expresso, El País, Globo, Le Monde

Main technological information sources

Technology Review, Fast Company, Wired, Tech Crunch, Venture Beat, Engadget, Gizmodo, The Information, Protocol, The Verge, Medium

Main business information sources

Financial Times, Wall Street Jornal, Fortune, Forbes, ECO, Jornal Negócios, Jornal Económico, Medium

Main scientific information sources

Nature, Science, Scientific American, New Scientist, Medium

Random stimulation

"All of the above"

Medium

Visual Capitalist

Kickstarter

Indiegogo

Atlantic

New Yorker

Smithsonian

Open Culture

And several others

Visualizing the future

Sci-fi (http://www.filmsite.org/sci-fifilms.html)

Singularity Hub (https://singularityhub.com/)

Visualizing the future

The Dune, Jodorowski

"Trailer"

https://www.youtube.com/watch?v=jg4OCeSTL08

Full documentary

https://vimeo.com/194295379
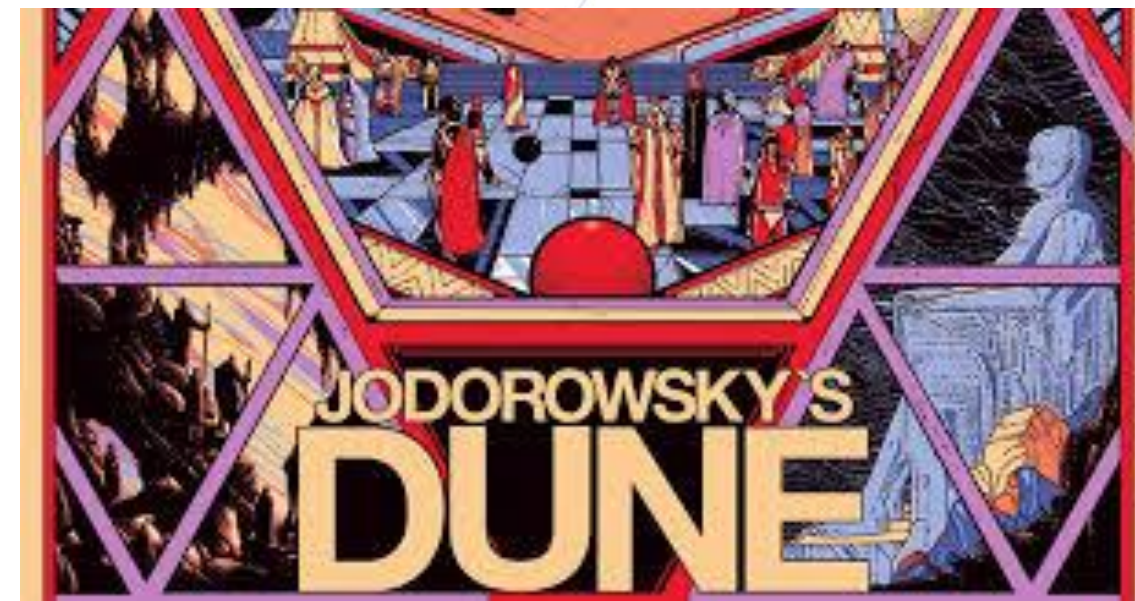
Traditional idea generation approaches

"Where is the Pain School"

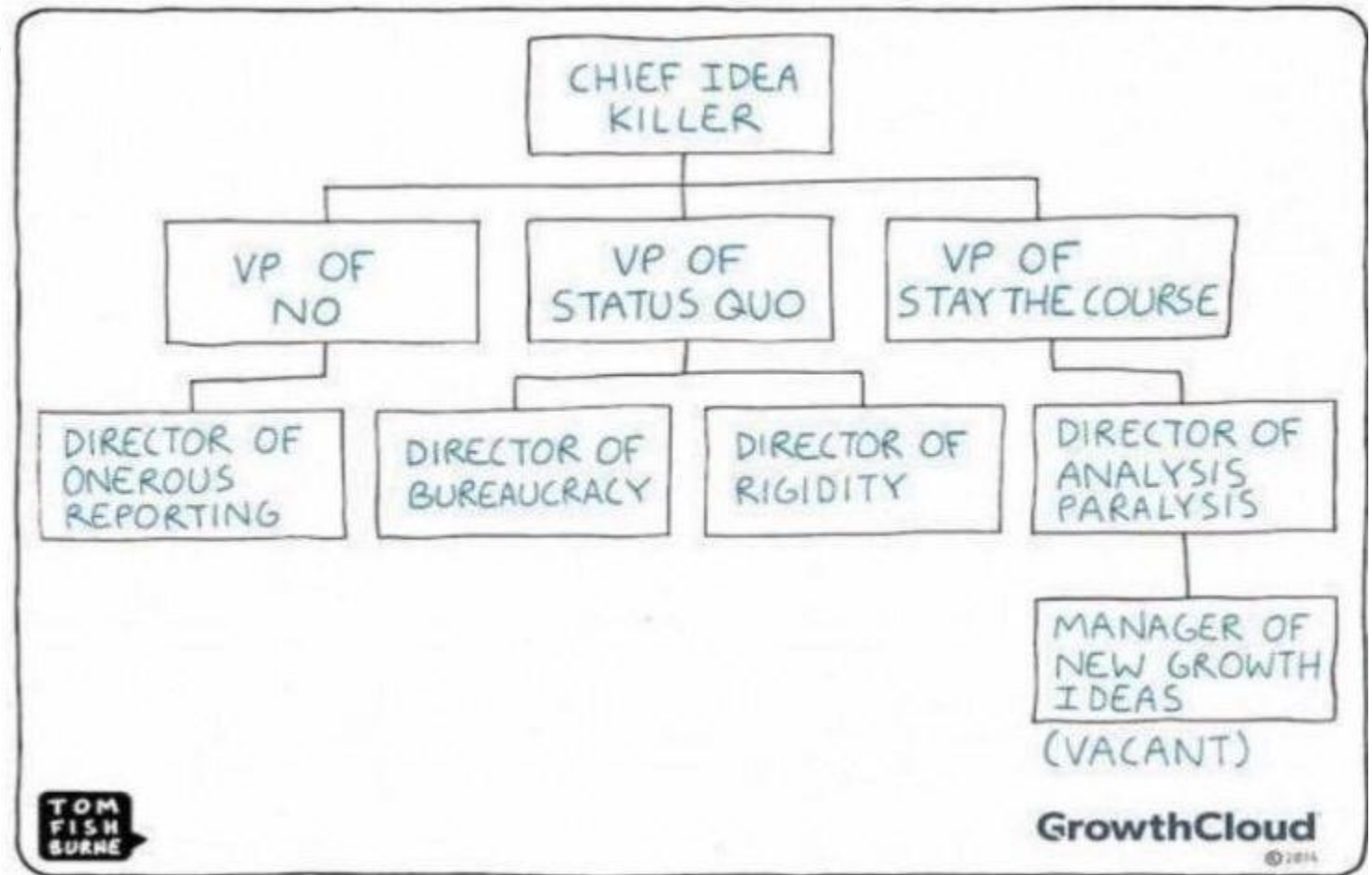https://www.shopify.com/guides/what-to-sell/where-to-look-for-product-ideas

How to get Startup Ideas – Paul Graham

Peter Thiel's CS183: Startup – Class 1 Notes Essay

When Ideas Have Sex

Startup Playbook

"Based on my 40 years in business, I think the economy is driven mostly by entrepreneurs and the development of new products and services, which start to create demand that then creates a virtuous circle. When Steve Jobs invented the iPod and iPhone, that helped drive cloud computing and telecommunications systems, and so all of a sudden how many jobs have been created? The point is that if you talk to the people who are demand-side-oriented, they discount Steve Jobs or other entrepreneurs who create their own demand"

Fred Smith, Federal Express, in Fortune, May 2011

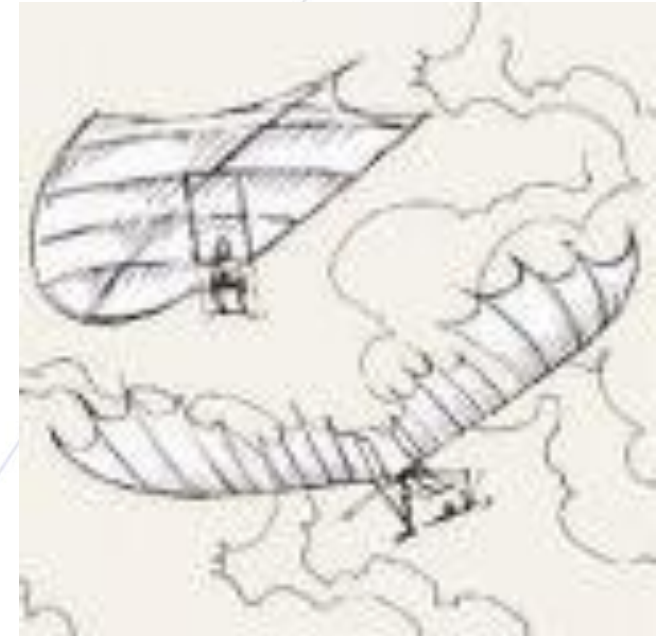# Subversive ideas from the past

Universal Leonardo

(http://www.universalleonardo.org/)

Anarchist Peter Kropotkin

(http://www.ephemerajournal.org/contribution/peter-kropotkin%E2%80%99s-anarchist-vision-organization)

Hippie Abbie Hoffman's Steal this Book

(https://archive.org/stream/pdfy-TNlDHryRIk4DXKAU/Steal%20This%20Book_djvu.txt)
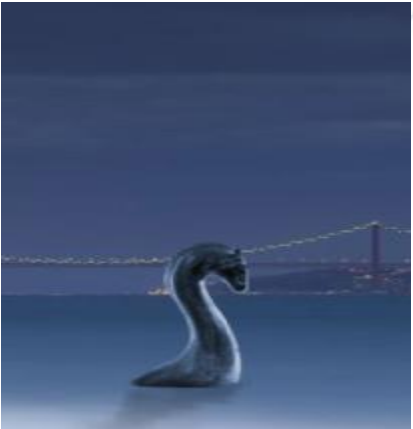
Collective intelligence

Groups are excellent for playing roles, creating lists, solving problems, negotiating, voting, calendaring, playing and imagining

Fundamental concern: eliminating the power of dominant personalities

Conventional alternatives: "brainstorming" and Delphi method

Modelo Mecha Brinquedo Multifuncoes

Modelo Segway

Modelo Caranguejo

Modelo R2D2

Collective intelligence

"Open Source" ("hardware" e "software")

https://opensource.org/

http://openmaterials.org/

http://opensourceecology.org/ ("Global Village Construction set")

"Crowdsourcing"

http://www.visualcapitalist.com/gig-economy-explained/

Visualizing dreams

http://gallantlab.org/

https://www.youtube.com/watch?v=z8iEogscUl8
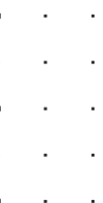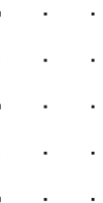
Inspiring courses

Larry Speck, Creative Problem Solving, UT Austin, 2016 (http://larryspeck.com/teaching/creative-problem-solving/)

Mitchell Resnick, How to Learn (Almost Anything), MIT, 2001 (https://ocw.mit.edu/courses/media-arts-and-sciences/mas-712-how-to-learn-almost-anything-spring-2001/index.htm)

Notes

Evernote https://evernote.com/

"Mindmaps"

Lucid Chart https://www.lucidchart.com/
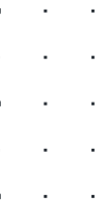
Networked thought

Roam Research https://roamresearch.com/

Make change happen