



## Ideation and Innovation From On Your Feet

We are On Your Feet, a consultancy that has been helping clients come up with new ideas at companies such as Intel, Daimler, Nike, and Disney since 1998.

We help teams generate breakthrough ideas and innovate with our Thinking Differently Framework:



### 1. INTERACT LIKE IMPROVISERS

Improvisers are skilled at several behaviors that help the ideation process, and fortunately, these behaviors are easy to teach (though they can take a lifetime to master!).

**Be present:** Improvisers are good at paying attention to what is happening right now rather than planning what they are going to do next. Plus, you can't improvise if you are secretly glancing at your e-mail.

**Let go:** If an improviser has an idea of where a scene is going, when it goes somewhere else, they can let go of that idea and commit to the new story.

**Accept offers:** When something unexpected comes along, improvisers learn to ask, "What can I do with this?" rather than "Why me?" Looking for offers in interactions with one another gets ideas amplified rather than torn apart.

### 2. FRAME THE "BEST PROBLEM

Oftentimes, people don't really think too much about whether they are solving the right problem. The right solution to the wrong problem is

not helpful. We help people pay more attention to working on the “best” problem possible.

### **3. BREAK ROUTINES**

If you want different ideas, break your routines of how you come up with ideas. There is nothing wrong with sitting around a table “brainstorming” but if it is the same people behaving in the same way meeting after meeting, is it a huge surprise that the ideas are largely the same? Here are a few ways to shift the conversation:

**Be unserious:** Play with ideas you normally take seriously. Come up with “foolish” ideas to take the pressure off.

**Ask different questions:** How would someone in a different industry approach this? What would your Grandma say?

**Use constraints:** What if you only have 2 minutes for your meeting? Or could answer in only 6 words?

We have a large toolkit of non-discussion based techniques that we have developed. They are designed to work with introverts and extroverts. Some of them are highly playful and energetic and some more cerebral and quiet. They are all aimed to be simple to use and allow groups to come up with the “foolish” ideas that, with the right inquiry and tending, might just turn into the next big thing.

Learn more here: [www.oyf.com/ideation](http://www.oyf.com/ideation)