

Time: 5 minutes

Overview: This quick warm-up gets students engaged in the non-judgemental and out-of-the-box thinking to begin their brainstorm session. The activity is called “Bad Idea” though there’s no such thing as a bad idea (until you give it context). This activity mutes the tendency to blindly reject new ideas by forcing team members to understand all sides of an idea.

Objective:

Students will be able to sell a “bad idea” as a good idea.

Materials & Setup:

None

Activity:

Tell students:

- It is crucial as a team to fairly evaluate all ideas in their early form so as not to dismiss a promising one that arrives in disguise later on. We will do a warm up activity that takes 5 minutes called “Bad Idea” though there is no such thing until you give it context.
- In your teams, you will be given the “bad idea.” You have 5 minutes to huddle and list as many benefits or selling points to this idea.
- Each team then presents their selling points of the ‘bad idea’ to the class.

Suggested Bad Idea Topics:

- Spicy-flavored soda
- Constantly flickering light bulb
- A pitch-black classroom
- Reusable tissues
- Ice cream shop that only opens in the winter.
- Hole-covered rain jacket
- Keyboard button changing keyboard
- GPS provide only long routes
- Food that changes to gum
- Inaccurate watch
- Clear makeup