

# **Global Solutions Conversations**

**Session 4:**

## **Ideating the Solution**

**November 16, 2022 – 10 am (USA)/7 pm (Iraq)**

**START RECORDING**

# An Inspiring Quote:

“ *A simple* **idea**  
*can* **inspire,**  
**motivate,**  
*and* **produce**  
**change.** ”

Leizee Gurl  
10 Jan 2014 11:40 pm

# Session Overview

- In previous sessions, you have practiced empathy and defined a problem you want to solve in your local communities. In this session you will ideate, or brainstorm, a sustainable, creative solution to that problem.
- During Session 5, you will discuss the third stage of design thinking, ideate. Ideate is the part of the process in which you brainstorm creative, sustainable solutions. It is a process that starts with writing down as many ideas as possible and then going through each idea to see which ideas are the most desired and most feasible.

# By the end of this session, you will be able to:

- Describe best practices for collaborative ideating or brainstorming.
- Ideate or brainstorm a creative solution for the identified problem.
- Write the Solution Statement for the problem you have selected.

# ACTIVITY 1: Cross-Cultural Connection – Favorite Hobbies

- Post in the chat box a picture of your favorite hobby. Share something you love to do and why it brings you joy! Allow several participants to share verbally with the group. Examples may include: reading, drawing, cooking, exercising, spending time at the beach, writing, volunteering, visiting coffee shops, spending time with family, etc.

# ACTIVITY 2: Brainstorm a Creative Solution

This activity is intended to be done as country groups. It is recommended that the binational group separate by country into two separate Breakout Rooms to brainstorm solutions. Have someone share their screen to show the Padlet 'Community Needs Board' to remind the group of the Problem Statements that were created during the last session.

# Brainstorming

- During the ideate phase, groups generate ideas and solutions through various activities, such as brainstorming. Brainstorming is an opportunity for all team members to share ideas and think innovatively. Brainstorming guidelines: • Keep an open mind. Do not shut out any possibility; be open to new and different ideas. • Dedicate ample time to generating ideas. Then allow plenty of time to decide which solution will be the final choice. • No idea is a bad idea. Share openly with your team. If, in Session 3, the group opted to have each individual focus on their own problem, ask members to share the ideas they have brainstormed for their problem. If you chose to focus on one problem as a group, brainstorm solutions together as a group.

# ACTIVITY 3: Discuss Your Solutions as a Binational Group

- Come back together as a single binational group and discuss the creative, sustainable solutions brainstormed by each country group or individual (depending on what option you chose in Session 3). Share:
  - Describe the idea you have brainstormed.
  - What makes the idea creative?
  - How does the idea connect to sustainability?
  - What makes it desirable for the people you're trying to support?



# ACTIVITY 4: Write the Solution Statement

- Now write your idea down so that it makes sense to others. Follow the sentence outline below and the example provided to compose your own Solution Statement. Imagine if someone asked you, 'What is your creative idea for solving this problem?' How would you respond?

# Solution Statement Outline:

- The [PRODUCT OR SERVICE] helps [DESCRIPTION OF TARGET CUSTOMER] who want to [INSERT NEED] by [INCLUDE THE HOW OR TASK OR GOAL TO BE COMPLETED.]
- Product or Service: Is your solution something someone buys (a product), or something done for someone (a service)? Target Customer: Who is the person or group you are trying to support? Need: What is the need of your target customer? What is their problem? How, Task, or Goal: What will your product or service do for your target customer? How will it help them solve their problem or meet their need?
- Example: The portable electronic charger helps residents of remote areas of Sulaymaniyah and Charlotte charge their devices, providing free and reliable access to power for their devices when needed.

# WRAP-UP

- Preparing for the final session! Each person or country group (depending on the option you chose) should post the final Problem Statement and Solution Statement to the 'Community Idea Celebration Board.'
- This board will have posts from all binational groups in the Conversations program. You will be able to celebrate the creative, sustainable ideas that others from the US, Jordan, and Iraq have designed. During the final session, participants will have the opportunity to share their ideas with the larger group.

# To do this, complete the following steps:

- 1. Click on the 'Community Idea Celebration Board' Padlet.
- 2. Click the pink plus sign in the bottom right corner to add a new post.
- 3. Include the following information in your post. (See example on Padlet link.)
  - i. First Name (do not post your full name), Country, School Name;
  - ii. Creative title for your idea; iii. The Problem and Solution Statement, along with a brief description of why it is important to you;
  - iv. An image, which can be real, personal, or from the internet. The image should reflect the SDG you are addressing, or the idea you have come up with. Ensure that all photos are appropriate.

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