IIBA Columbus BACon 2024

Creating Workshops That Inspire

Getting Crazy with Group Ideation

Matt Badgley

I'm a person that really enjoys helping others make great software, have fun, and discover new ways to innovate. By the way, I like to also hang with my BFFW, fish, do anything with my dogs, enjoy beer, and smoke meat.

I work as a Lean-Agile Coach, Trainer, Leadership Coach, constant learner, and frequent screw-up.

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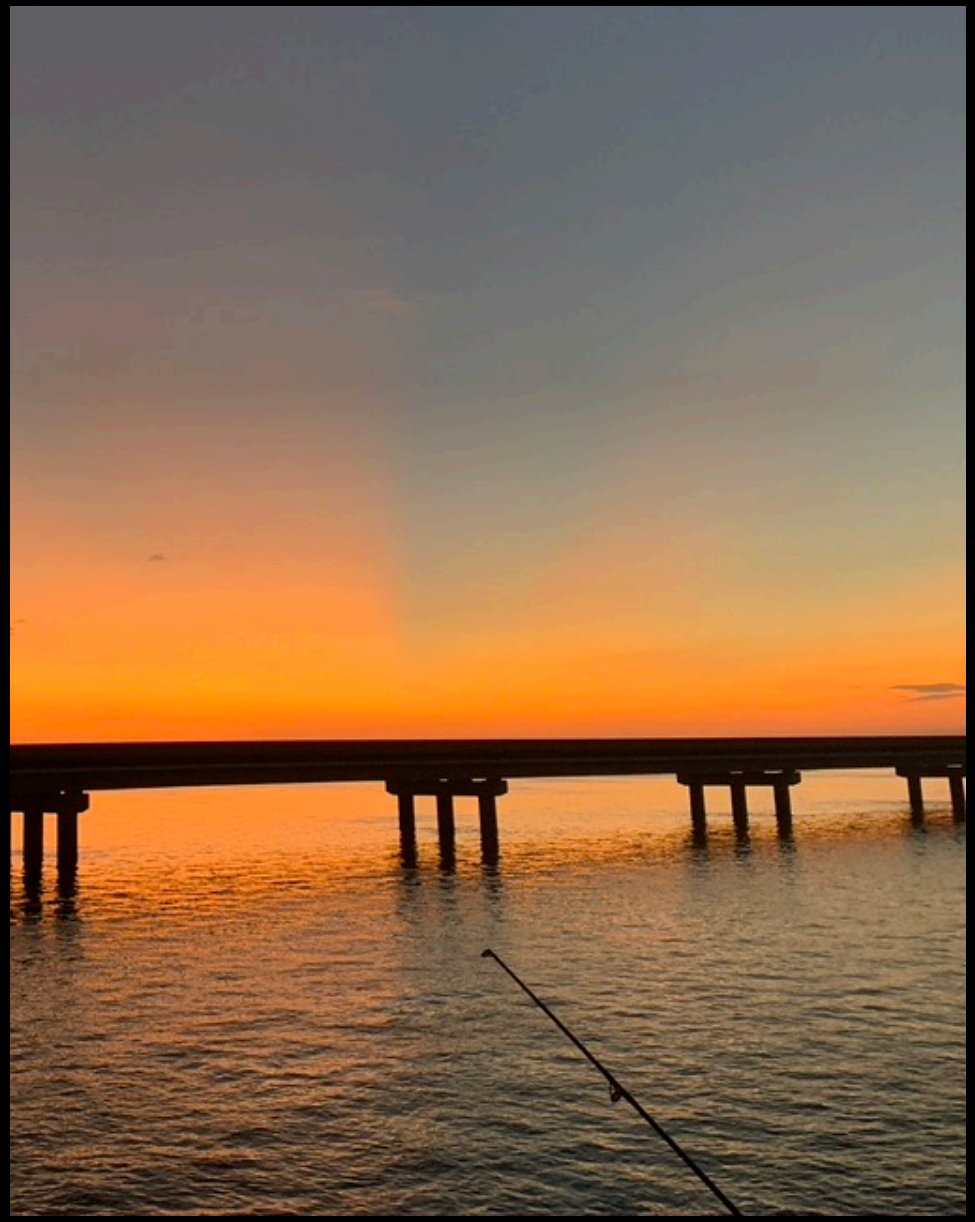
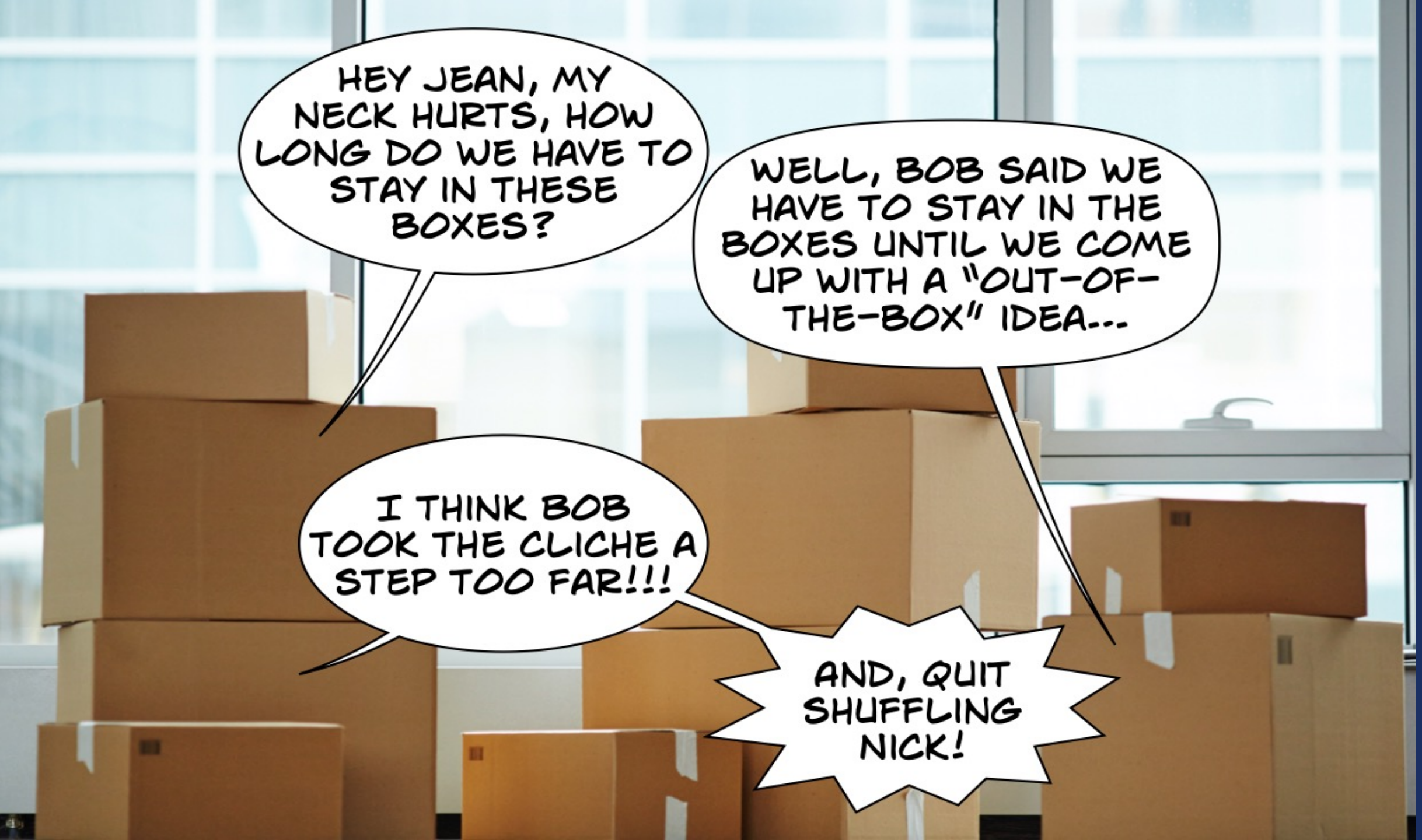


Workshop Objectives

- Experience several collaboration approaches
- Understand how to create your own ideation working session
- Have fun

> Typically, about 50% to 80% of all software we ship fails to accomplish its objectives.

Marty Cagan


HEY JEAN, MY NECK HURTS, HOW LONG DO WE HAVE TO STAY IN THESE BOXES?
WELL, BOB SAID WE HAVE TO STAY IN THE BOXES UNTIL WE COME UP WITH A "OUT-OF-THE-BOX" IDEA...
I THINK BOB TOOK THE CLICHE A STEP TOO FAR!!!
AND, QUIT SHUFFLING NICK!

Group vs. Individual

Exquisite Monster

Directions

1. Grab a blank piece of paper
2. Fold your paper in half and fold in half again. Unfold the paper
3. On the top fold, draw a head and neck – add some guide marks for the neck on the next fold. Fold the top backwards

2 minutes

4. Pass the paper to the right of you – make sure the next creator cannot see your head drawing
5. On the second fold, draw the torso and arms – don't forget to add guide marks. Fold the second fold backwards

2 minutes

Exquisite Monster (cont.)

Directions

6. Pass the paper to the right of you – make sure the next creator cannot see your torso drawing
7. On the third fold, draw the waist and legs down to the knees – add some guide marks for the lower legs on the next fold. Fold the third fold backwards

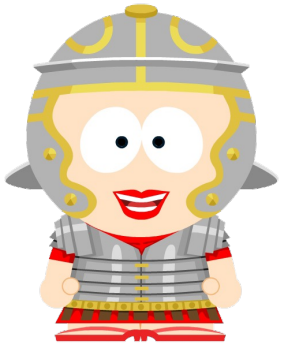
2 minutes

8. Pass the paper to the right of you – make sure the next creator cannot see any of the previous drawings
9. On the fourth fold, draw the lower legs and feet
10. Unfold the paper and reveal your **Exquisite Monster**

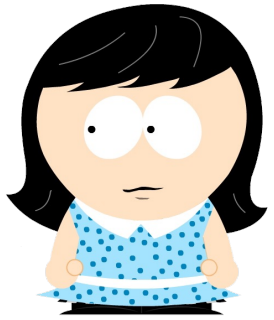
2 minutes

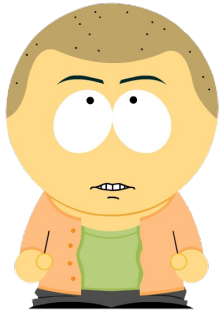
Our Team

Product Owner



Scrum Master





The Developers (Delivery team)

South Park Characters from SP-Studio.de

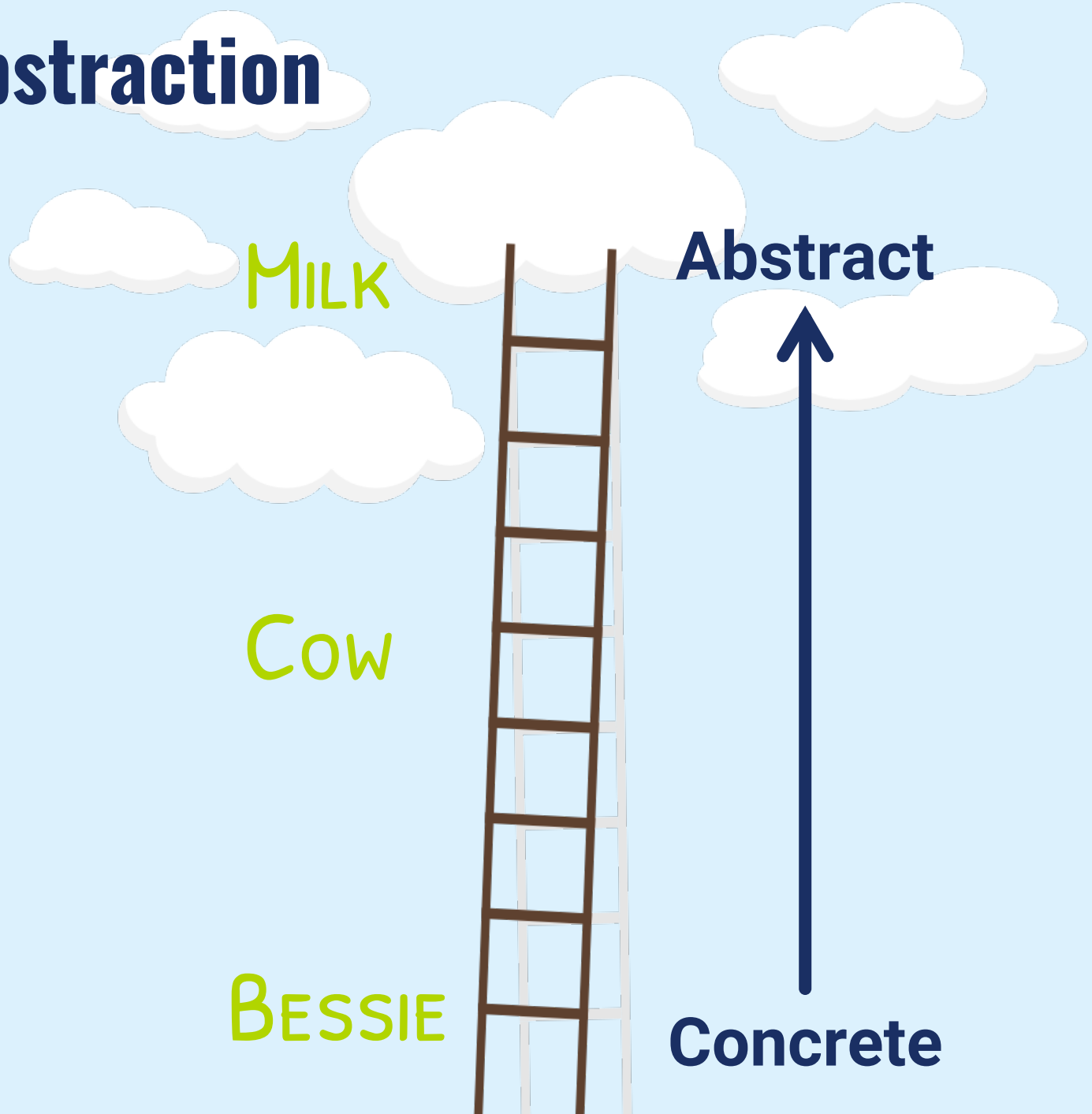
Our Problem: Distractions

It is way too distracting to get anything done at work!

The following things are huge distractions: walk-up interruptions, meetings, social media addictions, open workspaces, food, noise, smells, online chat, forced PC updates, … and the list goes on.

These distractions are not only frustrating, but the lead to: poor productivity, errors, workplace tension, missed deadlines, stress, angry faces, hair loss, things fall through the crack, missed life opportunities, … and the list goes on.

Ladder of Abstraction



Get On Same Page

Directions

1. As a group of 3-4, Draw a ladder on a single piece of paper
2. Pick one of the team personas
3. Talk through the challenge of distractions from the point of view for your persona
4. Using the ladder, capture your shared point of views on the problem of problem of distractions for your. Place the abstract views towards the top, and more concrete (specific) views to the bottom of the ladder.

7 minutes

Statement Starters

"How might we _____"
"In what ways might we _____"
"How to _____"

Directions

1. Working as individuals, write up to two Statement Starters
2. Share your statement starters with your group

7 minutes

Create an Unconventional Solution

Directions

1. Working as individuals, fold a piece of paper in half
2. On the very top, write the Statement Starter that best describes what you are going to design to solve
3. On the rest of the top-half, using words or pictures – write-up your wild, crazy, unconventional solution. Be detailed enough so someone can understand the solution without verbal explanation.

7 minutes

“That Won’t Work, Because …”

Directions

1. Pass your paper to the Left
2. Working individually, evaluate the wild, unconventional solution
3. Using the bottom half of the page, write down why it won’t work … shoot holes. Be sure to write clearly and feel free to draw new pictures showing why something might not work.

5 minutes

Refine the Solution

Directions

1. Pass your paper to the Left
2. Working individually, review the original solution and the reasons why it won't work
3. On a new piece of paper, re-write the statement starter at the very top of the page, and then use the rest of the page to redesign the original solution solving for the challenges raised – use words and pictures as necessary. Do all you can to keep it unconventional

7 minutes

Pick A Solution

Directions

1. Layout the refined solutions on the table
2. Everyone read and understand the solutions, either silently or as a group
3. Using Dot Voting, pick the solution you like best. Each person gets two dots using your pen

5 minutes

Show & Tell

Workshop Re-cap

- Exquisite Monster is the same as Exquisite Corpse, a parlor game that dates back to the early 1900's. It's an ice-breaker that is meant to kickstart collaboration and creativity
- Ladder of Abstraction is a concept that allows for a recognition that problems can be broad and abstract to very concrete and specific, and when solving problems together, it's good to understand which rung of the ladder everyone stands
- Statement Starters is an approach that creates shared problem definition
- Round Robin is an ideation and collaboration technique that allows for each individual to create and express ideas, then fostering ideas to grow by having compounding individual feedback and ideation

Creating A Workshop

- Define a clear goal, what does success look like
- Phone a friend – THANK YOU VICKI STUDLEY!

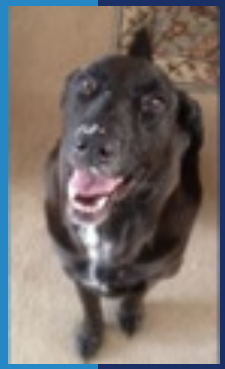
- Structure where information from one activity feeds the next
- Like a good story, have an intro and make it close-ended
- Keep it cheap and plan, plan, plan
- Be willing to experiment

Thank You

My Purpose ...

I work with leaders and teams to learn, get stuff done, and have some fun!

Blu says, "Please support your local humane society or favorite pet adoption group."



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