



GIVING IDEAS

If you are one of those people who can come up with good ideas and see things from a different perspective you will go far in work. So what's the secret of coming up with good ideas and having the confidence to suggest them at work?

1 What makes a great idea?

A great idea is simply one that can be creative or unusual and useful but doesn't necessarily have to be complex. Indeed some of the best ideas are really simple like the idea of having a built in cap on a toothpaste tube!

(Ask anyone older than 40 about arguments which arose about who left the top off the toothpaste!)



The good news is that we can all have great ideas. The thing is do we have the confidence and guts to say,



I've got an idea about how this could be better!

2 WHERE DO YOU THINK GOOD IDEAS COME FROM?

Scientists have some great theories about how creativity is sparked in our brains. Sometimes it is when we are relaxed or distracted – no wonder you can get great ideas when taking a shower!

There's even evidence that we all have points in the day where we're more creative than others.

What's yours?



③ Why do we need fresh ideas at work?

When we are young we are often creative and full of new ideas do you think that as we get older we become less willing to take risks and come up with new ideas?



Imagine you are a boss and you need to motivate your staff to come up with new ideas. Which of these do you think will impress your staff most

We need new ideas to help us:

✓ By more productive	
✓ Beat our competition	
✓ Allow us to have more fun	
✓ Make us more money	
✓ Give us new products to sell	
✓ Help us attract new customers	

(Shade in the stars for your favourite).

4 HOW MANY IDEAS CAN YOU COME UP WITH IN 10 MINUTES?

If you are doing this in a classroom get into a team of 3, and discuss this real-life case study.



A mobile food stall called 'Bacon Baps' has been given a license to set up on a building site to serve workers.

To start with the workers came

along but recently because of the bad weather business has trailed off, and the owner of the stall has heard that people think her bacon baps are too expensive.

Can you come up with 5 ideas which would help make the business a success?

- 1)
- 2)
- 3)
- 4)
- 5)

Now as you re-join the group share the ideas your group had and compare them with those from the other groups. How did the other groups rate your ideas?

Are there 3 top ideas from any of the groups which you all agree are the best?

Why did you choose these ones?

How are you going to test whether they will work?

Was there any ideas which seemed foolish or odd at first but with discussion you realized it could be a good one?

Are any of the ideas you came up with transferable to another situation?

5 COULD YOUR IDEA MAKE YOU RICH?



People who come up with bold ideas and then have the guts to start their own businesses are called **Entrepreneurs**.

Richard Branson struggled with dyslexia, had a hard time with educational institutions and at 16 when he dropped out of school to start a youth-culture magazine called *Student* which was run by students, for students. He then went on to develop a new idea of mail order record company (before online streaming was here!) Today his company owns over 200 companies in more than 30 countries!

But there are other types of entrepreneurs. If you can use your creativity and develop great ideas to help others and for wider social benefit you are called a SOCIAL Entrepreneur.

6 YOUR SECRET CHALLENGE

*Do you have a secret idea?
(it can be anything!)*

*Write it here and then crumple up the paper
and keep it in your pocket for a week.*

My great idea is

.....
.....

*Take out the paper every few days and have a
sneak peek of your idea. Is it still there?*

*If the idea still seems great by the end of the
week tell someone your great idea!*

Oh and keep this scrap of paper - one day it might be worth something!