

CREATIVE EXERCISE

1. THE WHOLE GROUP WILL BE SPLIT INTO SMALLER GROUPS OF 4 OR 5 MEMBERS EACH. DIVERSITY WITHIN THE SMALL GROUP IS KEY TO SUCCESS, SO PLEASE MIX DEMOGRAPHICS VIGOROUSLY!
2. EACH SMALL GROUP WILL RECEIVE 5 OR MORE SLIPS OF PAPER. UPON EACH SLIP IS WRITTEN A NOUN OR VERB.
3. EACH GROUP SHOULD USE AT LEAST 3 OF THE PROVIDED WORDS TO CREATE A BUSINESS PRODUCT, SERVICE, OR CONCEPT.
4. GROUPS WILL HAVE 30-40 MINUTES TO CREATE AND ILLUSTRATE THEIR BUSINESS PRODUCT, SERVICE OR CONCEPT. PAPER, PENCILS AND MARKERS ARE PROVIDED.
5. ONE BY ONE, GROUPS WILL COME FORWARD TO PRESENT THEIR BUSINESS IDEA(S) TO THE LARGER GROUP. PLEASE STATE WHAT YOUR WORDS ARE. THERE ARE 30-40 TOTAL MINUTES FOR ALL GROUPS TO PRESENT THEIR IDEAS, SO PLEASE BE SUCCINCT.

