ENTREPRENEURIAL SPIRIT

ADVANCED

IDEA GENERATION AND EVALUATION

INTERFACE

SKILL ADDRESSED:
Entrepreneurial Spirit

LEVEL OF CHALLENGE:
Advanced

TITLE OF ACTIVITY:
Idea Generation and Evaluation

INTRODUCTION TO THE SKILL

Idea generation is the first step to finding a solution to a problem. It can assist you when you are stuck with something and help businesses to develop and become more successful. Idea generation is likewise efficient and can save you from wasting valuable time. Having good idea-generation techniques can help you be more creative and productive in your work. It allows you to be open to new ways of thinking, expanding your range of thinking.

Idea evaluation is then used to see whether these generated ideas are good or bad. These two techniques co-exist with one another and usually do not work without each other. Idea evaluation allows you to select your best ideas faster and as effectively as possible.

THE CHALLENGE

You have just received the managerial position at a new cafe in the local town. The café has been open for almost two months, but business appears to be quite slow. You are unsure as to why this is the case as the café is in a primate location in the centre of the town, and there is plenty of foot traffic going past the café. As you are the manager, the owner has asked you to generate some ideas to try and improve the business. They have also asked you to show that these ideas would be successful if run.

To complete this challenge, in pairs, you are asked to imagine that you are the manager of this new café and come up with an idea that you believe may help the business boost their business. Then when you decided upon your idea, how would you evaluate it to see if it was successful or not? You are asked to use idea generation and evaluation techniques to achieve this.

STRUCTURE

To help you, please follow these tips/pieces of advice to solve the challenge posed:

- Using idea generation techniques, come up with some possible ideas that could help boost the business of this café.
- Next is to select your best idea that you believe will help you complete this challenge.

- After selecting your idea, using evaluation techniques, how would you evaluate your idea to see whether it will be successful or not.
- It is important to consider all aspects of your idea, the positives, and negatives, to really see if your idea will be truly successful or not. If your idea turns out to not be a winning idea, can you do anything to make it better?

ADDITIONAL RESOURCES:
18 Best Idea Generation Techniques
6 Idea Generation Methods That May Be Better Than Brainstorming
The 4 Best Methods To Evaluate Ideas For Your Innovation Pipeline
7 Methods for Analyzing Your Great Idea Before You Bet the Company on It
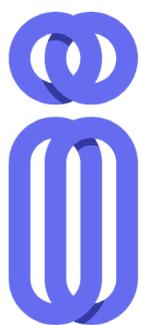How To Tell If Your Idea Is Any Good

DEMONSTRATION AND EVALUATION

After completing this challenge, you should be able to generate and evaluate ideas that could achieve an impact in your organisation/ education centre after using idea generation and evaluation techniques to help boost business in the new local café.

SELF-REFLECTION:
- After completing this challenge, how do you know that you understand idea generation?
- Do you believe that idea evaluation is effective when trying to select a winning idea or does it have its limitations? And why so?
- After completing this challenge, how would you change your way of thinking when it comes to generating and evaluating your ideas?

Congratulations! You have now completed the challenge. To learn more about this topic, we encourage you to complete the final assessment quiz, and to learn more about Entrepreneurial Spirit, please advance to the next level (Expert).

⬮ INTERFACE