

What is it for?

.....
People use their favourite things as a basis for coming up with a unique business opportunity. Can also use specific aspects of topic you are exploring in a workshop.

Time & People

.....
20 – 40 minutes
30+

Materials

.....
Open floor space
Paper per person
Marker pen per person

Source

.....
Applied Improv Conference,
New York, 2005

Description

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Give each person a blank sheet of paper and a pen

Ask them to write on the paper four of their favourites eg food, activity, sport, country etc (excluding family which is a given)

Then invite them to stand up and walk around holding their four favourites in front of them, reading as many as possible.

After a few minutes ask people to form random groups of 4 – 5 people per group

Invite each group to develop a unique business opportunity that includes at least one favourite from each person in the group.

After about 5 minutes, invite the groups to share their ideas

Debrief questions

- What happens when we focus on things we love?
- How can we transfer the energy from this activity to our work?