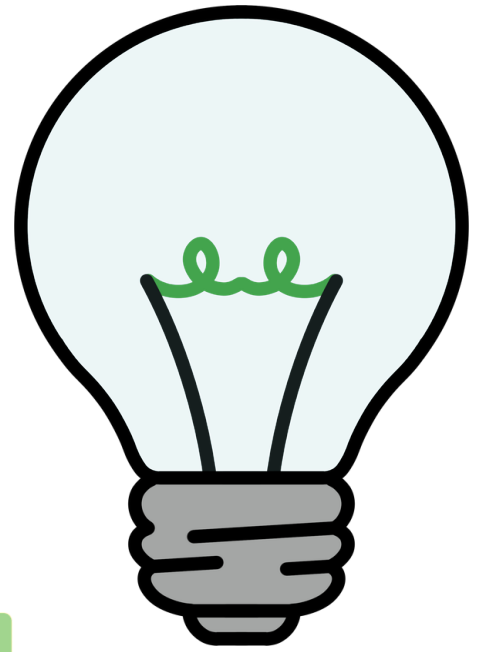


Collaboration and Innovation

Turning Ideas into Action

Suzanne Morrison

25-10 Crowdsourcing



What idea do you have that
would benefit the local
community?

Or what problem do you want
to solve to help the local
community?

*Write one Idea
clearly on the index
card*

25-10 Crowdsourcing - Let's Go!

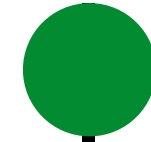


When the music starts, wander round the room and exchange cards with others.

When the music stops, read the idea on the card and give it a rating out of 5 (1-5), then write your rating on the back of the card.

*Write your rating
(1-5 on the **BACK** of
the card)*

Overview



Effective Idea Generation - how do you generate ideas in an inclusive way that encourages participation?



Bringing different perspectives into your discussions - how to encourage critical thinking



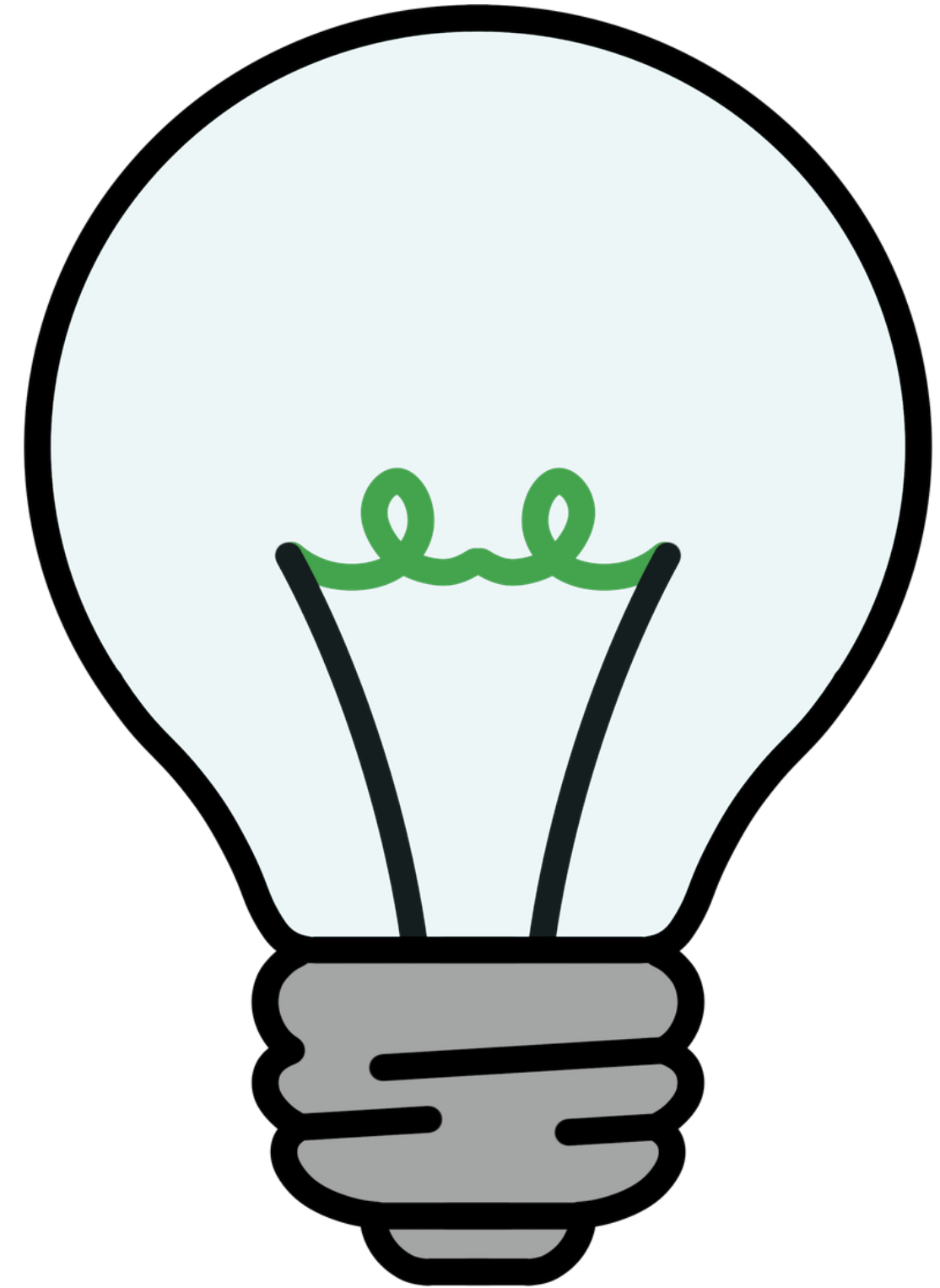
Six Thinking Hats Exercise - how to use the six thinking hats for effective discussion.



How do we Innovate? - where does innovation start from and how can we innovate?

01

Effective Idea Generation



THE SUNDAY TIMES BESTSELLER



Quiet

Susan Cain

'Quiet is the most
important book published
for a decade' LYNNE TRUSS

'Important, persuasive, timely.
I can't get it out of my
head' JON RONSON

The Power of Introverts in a
World That Can't Stop Talking

*"There is **zero**
correlation between
being the best talker
and having the best
ideas"*

Susan Cain

When it comes to Collaboration, we have Different Preferences...

Some of us get our best ideas when speaking out loud, or bouncing off others

Some of us enjoy collaboration in small groups, but struggle in larger groups



Some of us need some quiet time to reflect to get our best ideas

Some of us get our best ideas after the meeting has finished!

Tip #1 - Silent Brainstorming



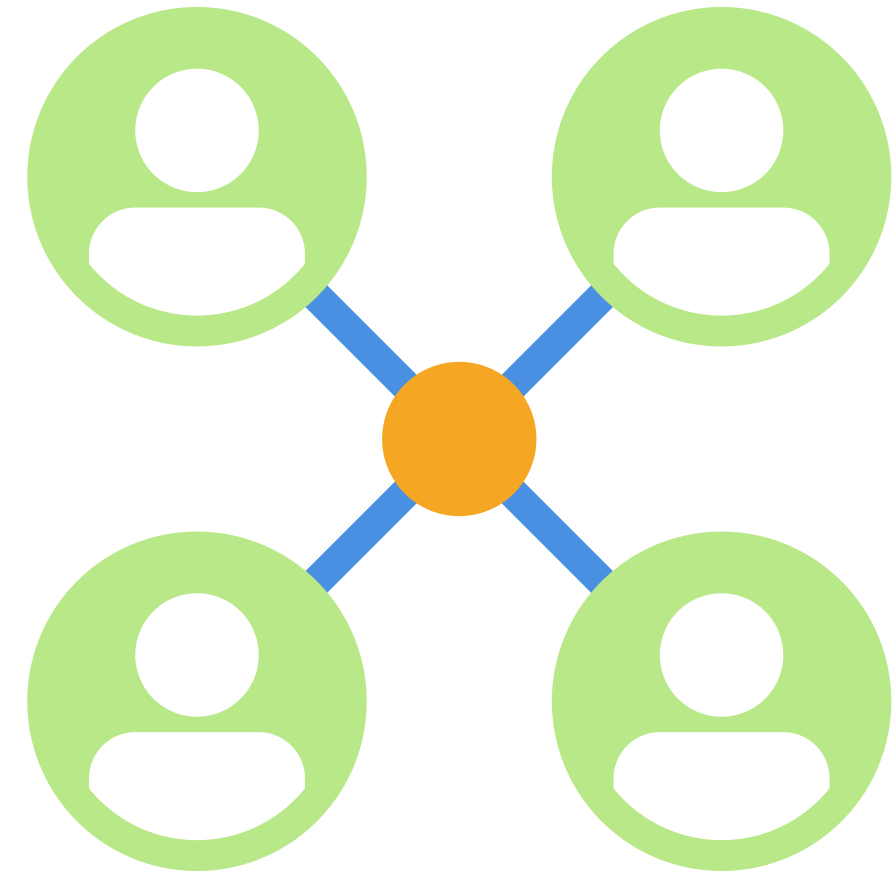
Rather than shout out your ideas in a group, give people some time to write silently on sticky notes without discussion.

You can then add them to the wall (or online board) and discuss them. Theming and voting can help if you have lots of ideas.

Tip #2 - Use an Inclusive Format



25-10 Crowdsourcing



1-2-4-ALL

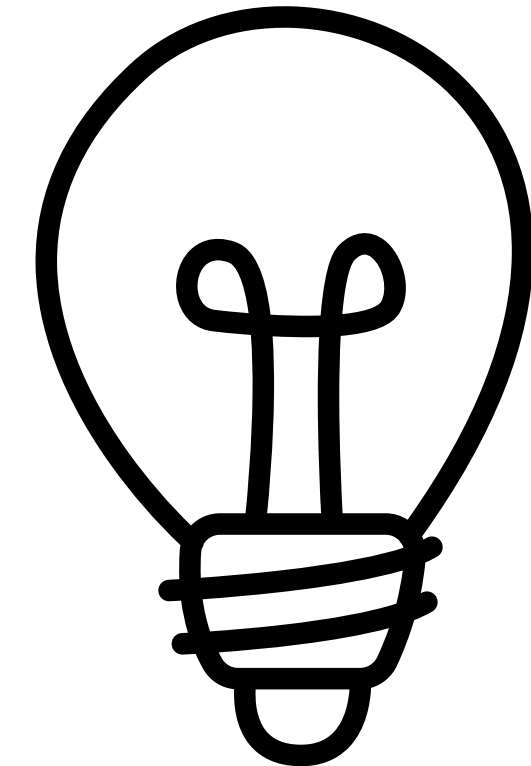
Tip #3 - Plan in Space for Reflection



Share the agenda in advance to allow people time to think



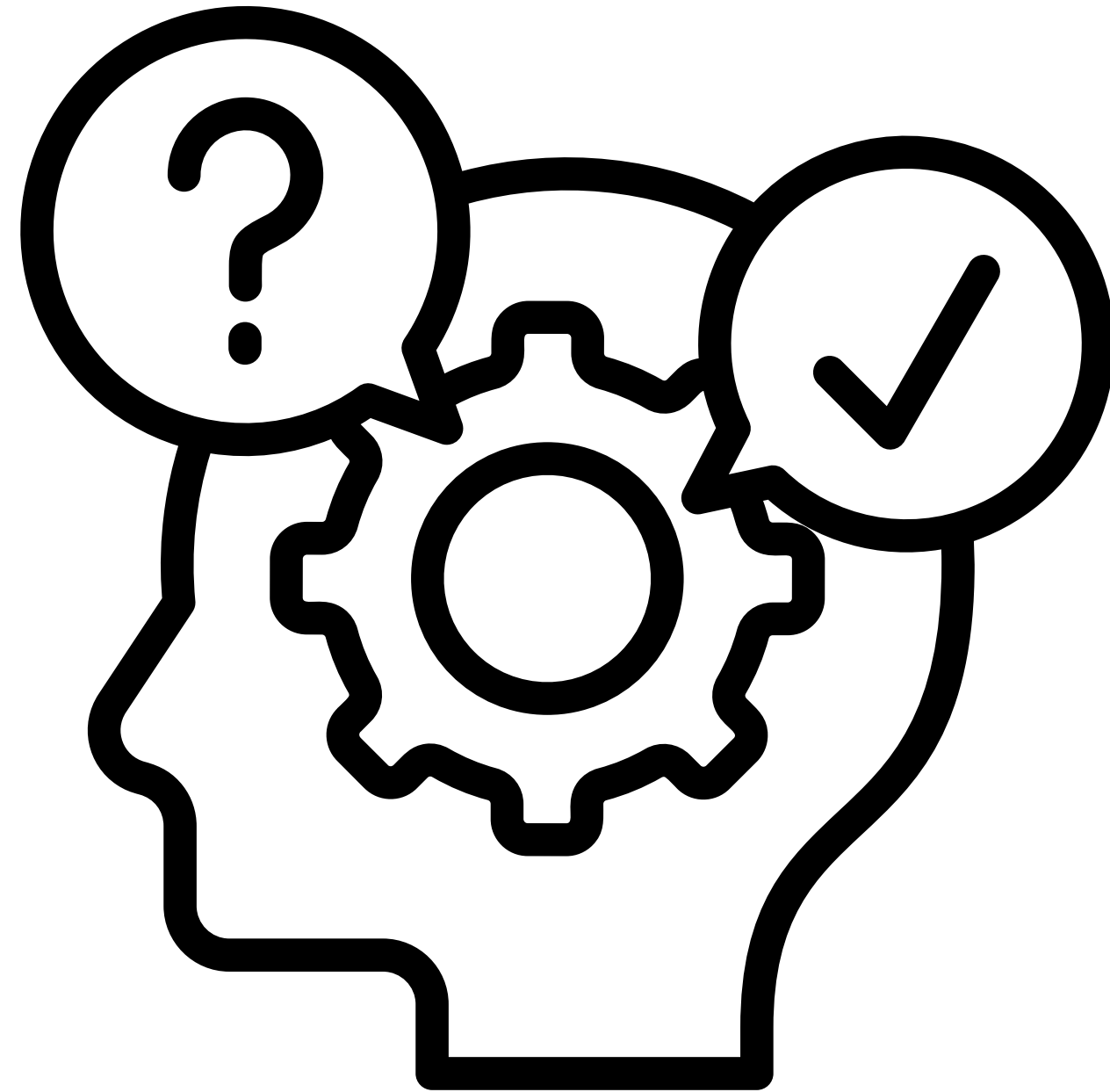
Build in some space in the meeting for quiet thinking / reflection



Provide ways for people to share additional ideas after the meeting

02

Bringing Different Perspectives into your Discussions

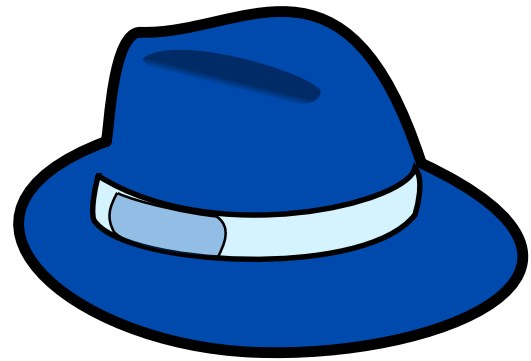


Avoiding Groupthink

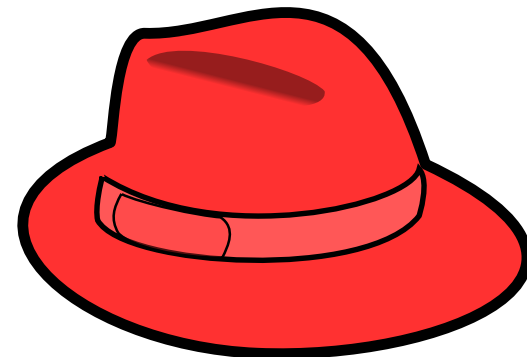


***Sometimes we fall into
the trap of “Groupthink”
where the desire for
harmony overrides
critical analysis.***

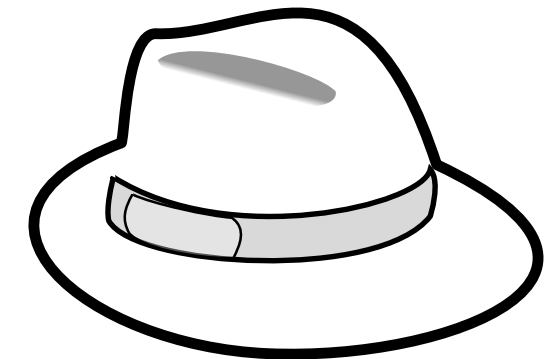
Introducing De Bono's Six Thinking Hats



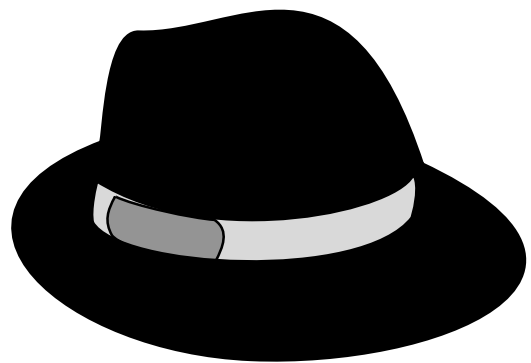
Blue Hat - Managing
the thinking processes



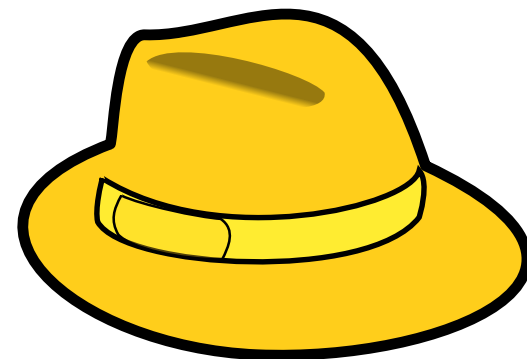
Red Hat - instinct,
feelings, intuition



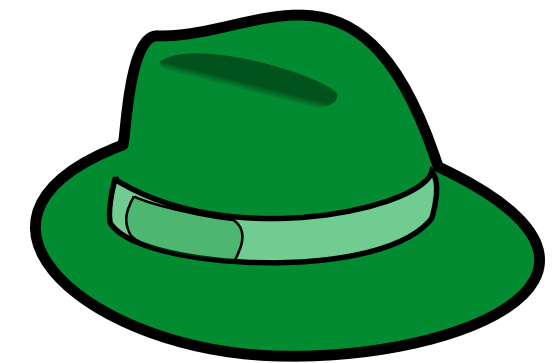
White Hat - facts, data



Black Hat - risks,
difficulties, problems



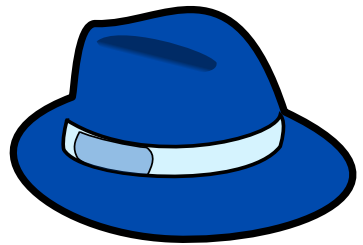
Yellow Hat - brightness,
optimism, happiness



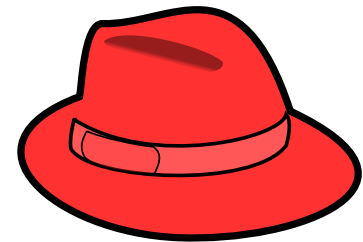
Green Hat - creativity,
possibilities, alternatives

Six Thinking Hats Exercise (10 mins)

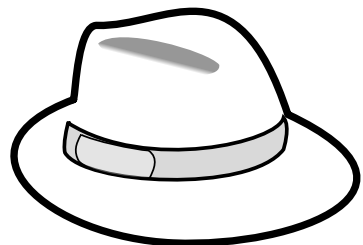
- Pick one of the top ideas from the 25-10 Crowdsourcing exercise
- Discuss the Idea in your Group and try using some of the thinking hats



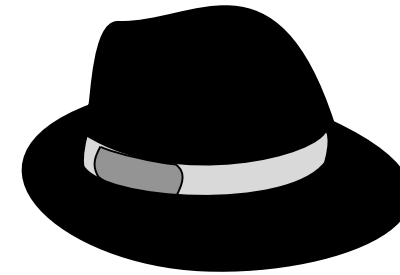
1) Assign a timekeeper. Decide which hats to use and how many minutes to spend on each



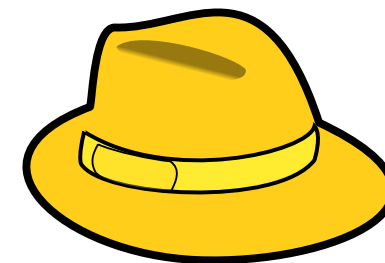
2) What is your gut instinct? how do you feel about this idea?



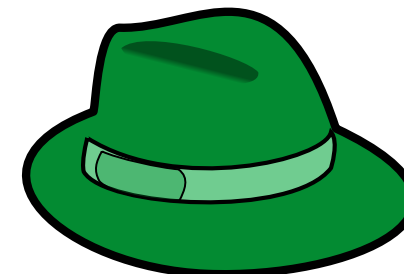
3) What data and facts do we know about this?



4) What is risky about this idea? What could go wrong?



5) What are the positives about this idea? What makes us happy?



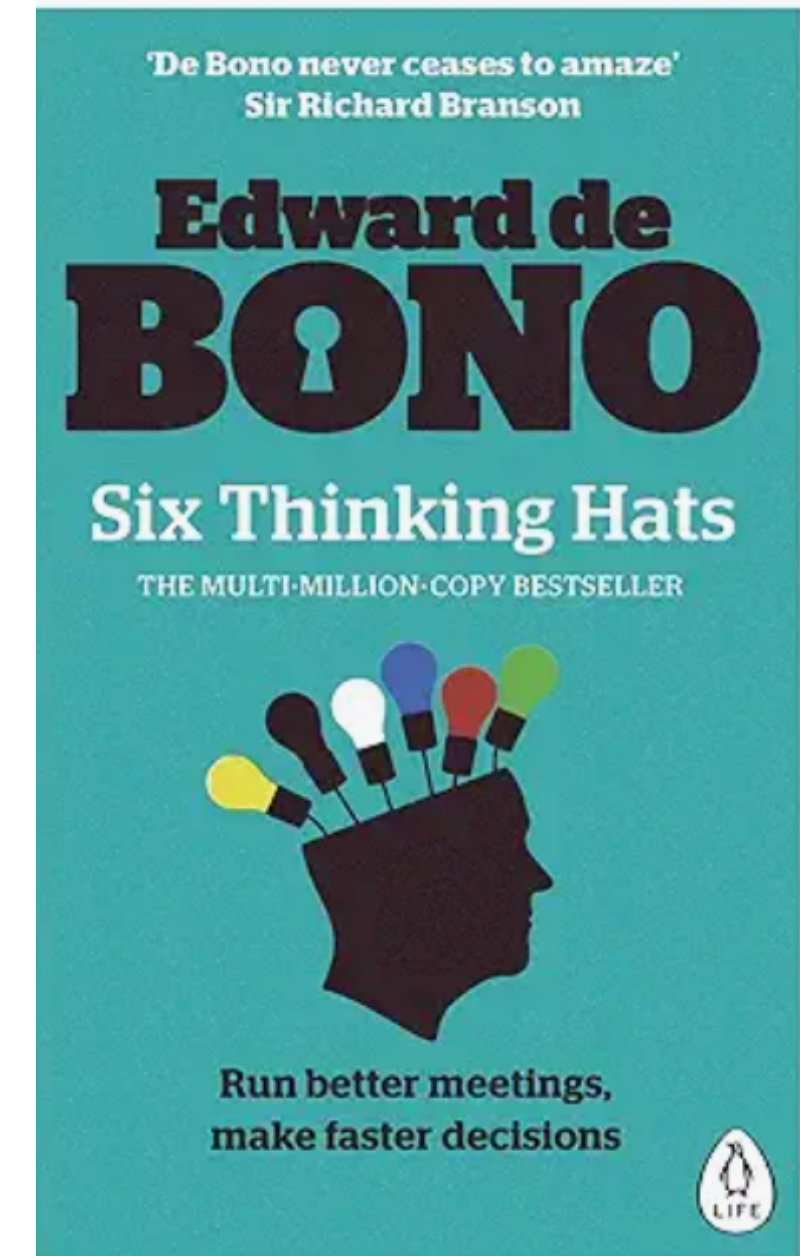
6) How can we take this forward? What are the possibilities?

Ways to use 6 Thinking Hats

#1 - Structure a discussion by *cycling* through the hats and wearing the same hat in *parallel*.

#2 - Use them on an *ad hoc basis* with your team
- “let’s put our yellow hats on for a minute”

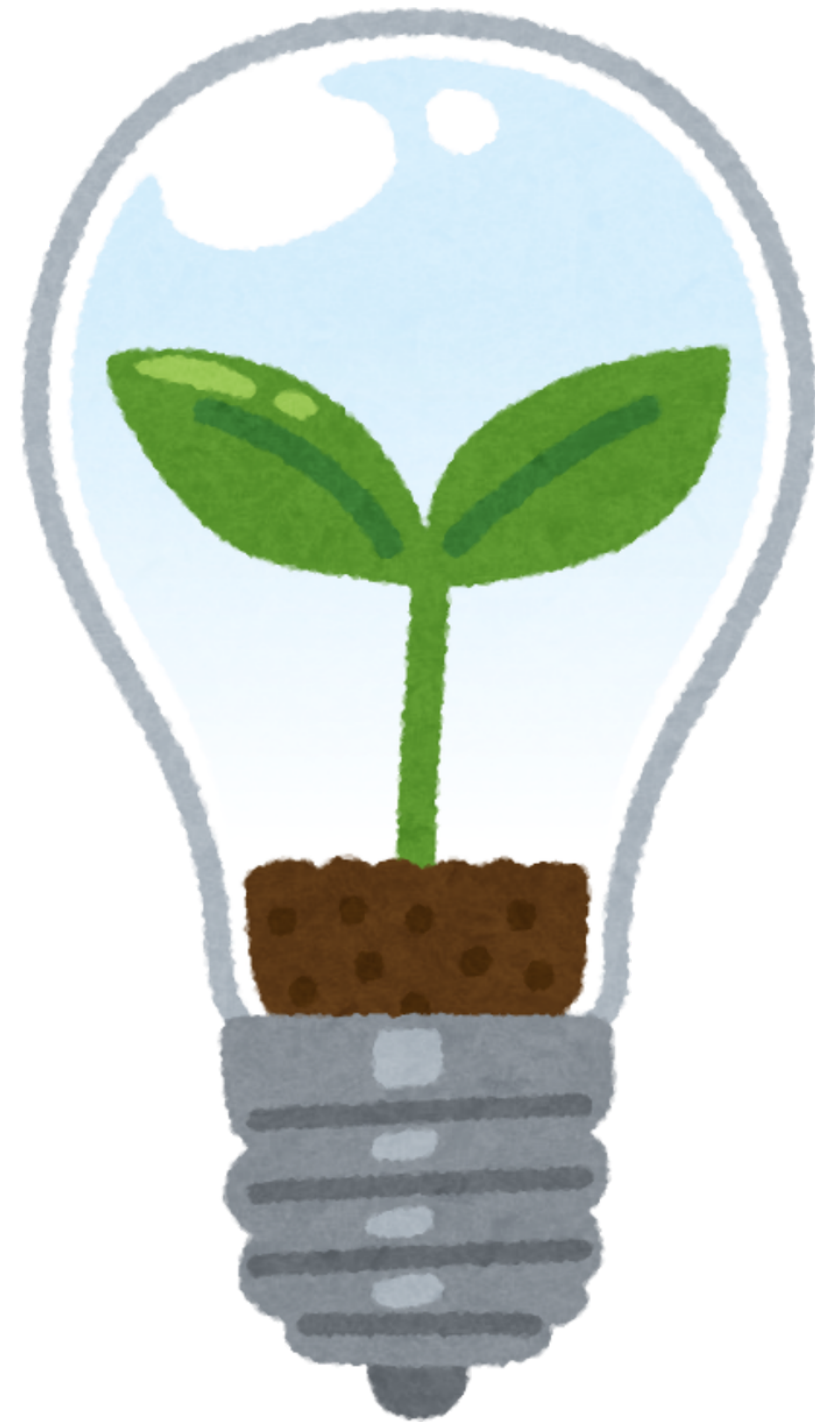
#3 - Ask *everyone* to wear a *different hat* during a meeting, each bringing their own perspective



[De Bono Website](#)

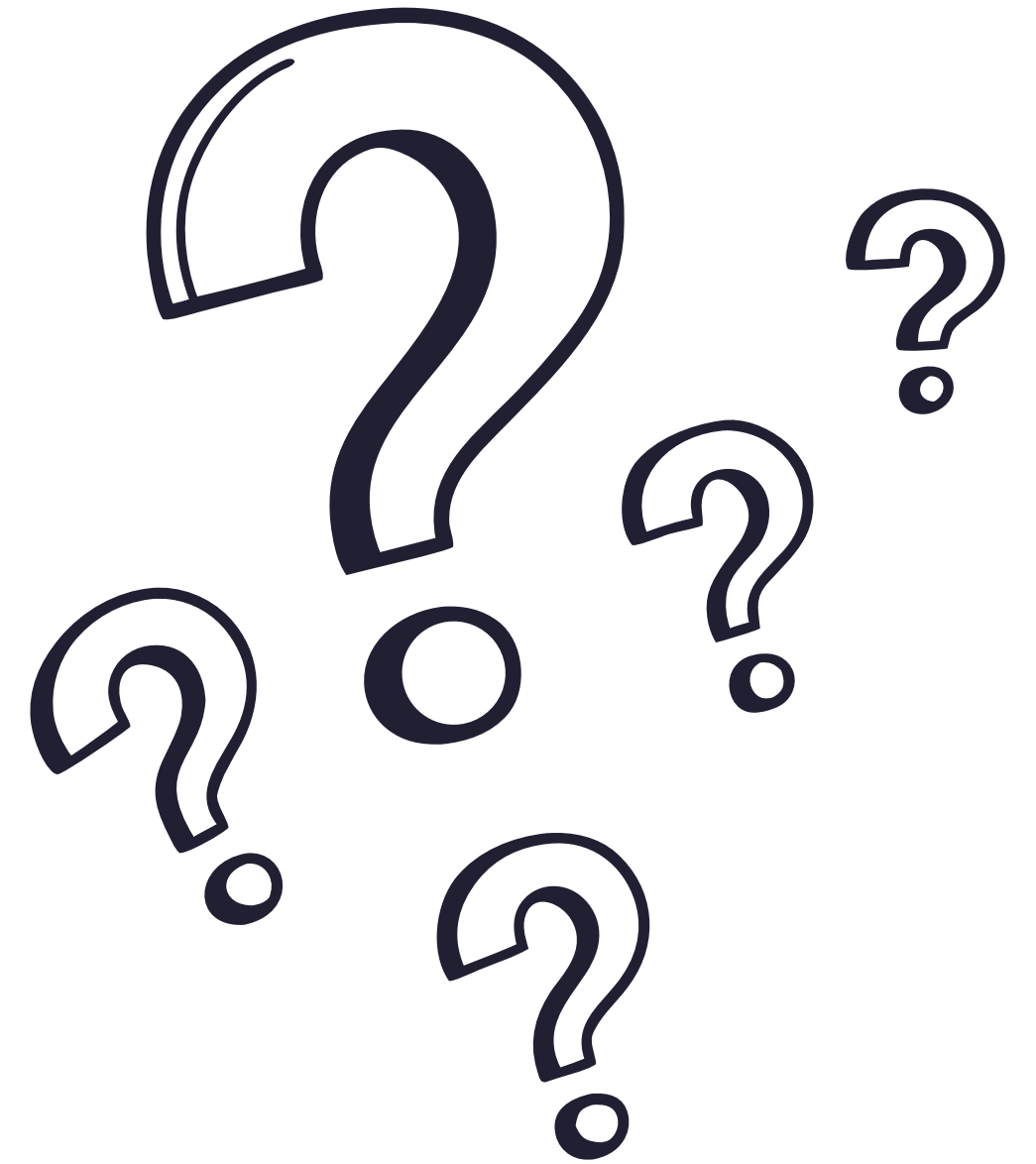
03

How do we Innovate?



Where does Innovation Start?

- a) A brilliant idea
- b) A problem to solve
- c) A mistake or accident
- d) Experimentation and learning



**Dyson built 5,127
prototypes before
creating the first
successful bagless
vacuum cleaner.**



**Post-it Notes came
from a **failed**
attempt to create a
strong adhesive.**

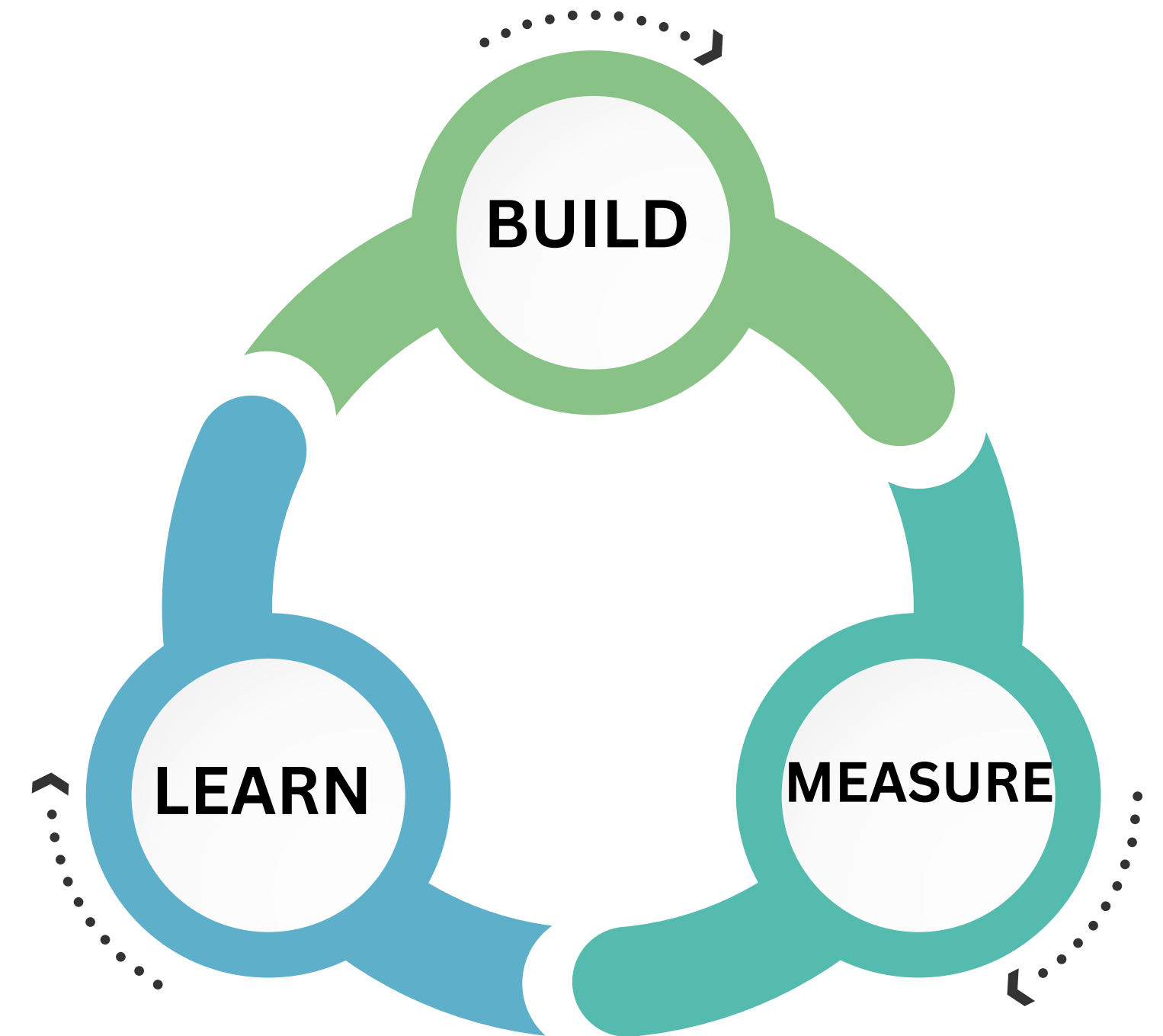


**Teach First began as a
small pilot placing a
few graduates in
disadvantaged schools.
Today it supports 1.5
million pupils across
the UK.**



Innovation is Less about Brilliant Ideas and More About....

- Being curious about problems
- Critiquing our ideas
- Trying small experiments
- Learning from what happens
- Improving as you go



Experimentation

Experiments can help us to take a small step towards our goal. They help us to learn fast through a combination of failures and success.

Ask yourself “what’s the smallest thing that I can try to learn something?”



Experiment Exercise

In your charity groups

- Choose one of your ideas or problems from earlier (or something new if you prefer)
- Think about a small experiment you can try to learn something
- Fill out the experiment canvas boxes together

EXPERIMENT CANVAS

Experiment Name:

Date:

Team:

Review Date:

CLARITY

Understand the Problem

1. What is the problem we are trying to solve? Consider who is impacted

2. What would we like to happen (desired outcome)?

DESIGN

Define Hypothesis & Experiment

3. What is our hypothesis?

4. Which one experiment will we choose to start with?

MEASURE

Test and Measure

5. How and when will we test this experiment?

6. How do we know our hypothesis is true? What metrics can we use?

7. How do we know our hypothesis is false? What metrics can we use?

www.outcomeoveroutput.com

Authors: Winnie Gill & Suzanne Morrison

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“There is nothing more exciting than conducting experiments. Many will fail, but learn to enjoy failure, and discover through it. You never learn from success.”

Sir James Dyson



Image Credit - Wikimedia Commons

Thankyou!

Scan the QR code to get:

- A PDF of these slides
- The experiment canvas
- A free course on Udemy on how to improve your team using retrospectives.



Suzanne Morrison

<https://outcomeoveroutput.com/collaboration>