**Ideation Worksheet Answers**

**What is the definition of ideation?** The process of forming ideas

**What are the three stages of a thought cycle?** innovation, development,actualization

**What are the two phases of creative problem solving?** divergent thinking (ideation)

and convergent thinking (idea analysis and evaluation)

**What is the purpose of ideation?** To generate as many ideas as possible in ascondensed a timeframe as possible

**What is the most popular ideation technique?** Brainstorming

•A well-defined problem, a mix of people from different disciplines, a subject matter expert,

•The exchange of ideas to generate more ideas, no criticism or judgments allowed, a facilitator to draw each idea out,

•No ideas are filtered out by the session facilitator – all are captured as presented, typically on a flip chart.

**What is metaphorical thinking?** Applying ideas from one context to another

**What is bisociation?** Creating connections for two previously unconnected items

**hat is free association?** Saying the first thing that comes to mind.

**What is homospatial thinking?** Conceiving of two unrelated entities occupying thesame space

**What is incubation?** Walking away from the problem after intensely thinking about i

**List some other ideation techniques:** Sketching and doodling, diagram relationships,list attributes, visualization, guided imagery, question the problem and its assumptions

**What is an inventive problem?** One with no known solution

**Why are inventive problems difficult to solve?** They often have contradictoryrequirements

**What is psychological inertia?** Only considering solutions from ones’ own experience

**How does an engineer want to solve a problem?** By applying mathematics or beinganalytical

**What is one of the key elements of problem solving?** Creativity

**What is the conceptual process of ideation?** The exchange of ideas in order togenerate more ideas

**Define the following:**

**Invention:** A new method, idea or device that did not exist before

**Innovation:** A new way of doing something, an improvement on an existingform, composition or processes. Not just better but different in a significant way **Improvement:** To become better. To make more useful, profitable, or valuable

**What are the differences between invention, innovation, and improvement?** AnInvention is something brand new, but because it has not existed before may not be widely accepted or used. Innovation can be something new or better, but in a way that is more accepted to change the way people act or do things. An improvement is a better way of doing things that is not significant enough to be called an innovation.

**What is meant by teamwork?** The process of working collaboratively with a group ofpeople, in order to achieve a goal.

**What is a cross functional team?** A group of people with different functional expertiseworking toward a common goal, such as with marketing, engineering, sales, and human resources working toward a common goal

**What is collaboration?** To work together, especially in a joint intellectual effort, toproduce benefits greater than those that can be achieved by individual effort

**What is meant by actualization?** Making the product real