

INVENT THE SOLUTION

CRITICAL THINKING ACTIVITY

TIME REQUIRED: 30 – 40 minutes

SUPPLIES: Index cards, two containers

GROUP SIZE: Any size group

SKILLS BUILDING: Analysis, Collaboration, Critical Thinking, Communication, Innovation & Problem Solving



INSTRUCTIONS

Grab two containers and place one of the following labels on each: 1) Brand Name, 2) Problem. Fill container one with cards listing major brands, such as Apple, Google, Coca-Cola, Microsoft, IBM, Toyota, etc. Fill container two with a problem to solve, such as declining sales, lack of social media engagement, increasing production costs, etc.

Divide students into teams of three to five members. Have each team randomly select an index card from both containers. Students will work for the company on card one and must develop a new product or alter an existing product to address the problem displayed on the second card. With the company's mission and current product line in mind, groups are given twenty minutes to develop their new product's features, target audience and promotional plan.

Each team will briefly present their new or updated product to the class. Students chime in if they would purchase the product and whether it provides a solution to their company's problem.

DEBRIEFING QUESTIONS

1. How did you work to solve the problem given your parameters?
2. Outside of the new or reinvented product, what other changes would you suggest to address the company's dilemma?

SOURCE: Wood, C. M. (2015). 10 Hands-On Activities to Spark Creativity and Innovation. Retrieved from venturewell.org