



MAKE SOMETHING NEW CREATIVITY ACTIVITY

TIME REQUIRED: 60 minutes

SUPPLIES: Collection of commonplace items

GROUP SIZE: Large group

SKILLS BUILDING: Collaboration, Communication, Creativity & Innovation

INSTRUCTIONS

Place several common items on a table, such as:

- Erasers
- Hair ties
- Paper clips
- Pencils
- Rubber bands
- Tissues

Ask students to form teams of three to four members. Each group is to select one item from the table and collectively brainstorm a new use for the item. Students may slightly alter the original product, such as change its color or form.

Require each group to make a three-minute presentation to the class on the “new” item. The presentation should include the purpose of the new item, the value created by the new item and the marketing strategies to ensure consumer acceptance.

DEBRIEFING QUESTIONS

1. What changes were made to the item and why?
2. What did you discover about innovation by completing this activity?