

## ACTIVITY:

# Related Worlds



### Have great ideas by looking at the world's best examples.

Whenever ideas are being generated, we look to bring in fresh inspiration. One of the best places to look for great ideas is to consider who has solved similar problems exceptionally well.

With multiple sources of inspiration brought to the initiative, the team can leverage and pull a variety of components when crafting their amazing ideas. The more specific the inspiration, the easier it is to plug in to ideas and experiments.

#### 1. List the Principles

Clearly state the problem or opportunity to your diverse team. Generate a broad list of the principles that underlie the topic. Start with the most important.

#### 2. List the Related Worlds

Look at the principles and ask, "Who does this well?". List as many sources of inspiration/topics as you can think of. Loosely-connected is OK, it's exploratory.

#### 3. Choose and then Research Topics

Give the minimal amount of time necessary for individuals to look into a helpful amount of topics. Gather specific images and info that could be leveraged.

#### 4. Share Findings and Consolidate Imagery

Ask individuals to provide a brief share-out, demonstration, or presentation of their findings. Have one person capture the key topic findings visually on one (grid) board. Sketch-Note with illustrations and symbols. Anyone can do it!

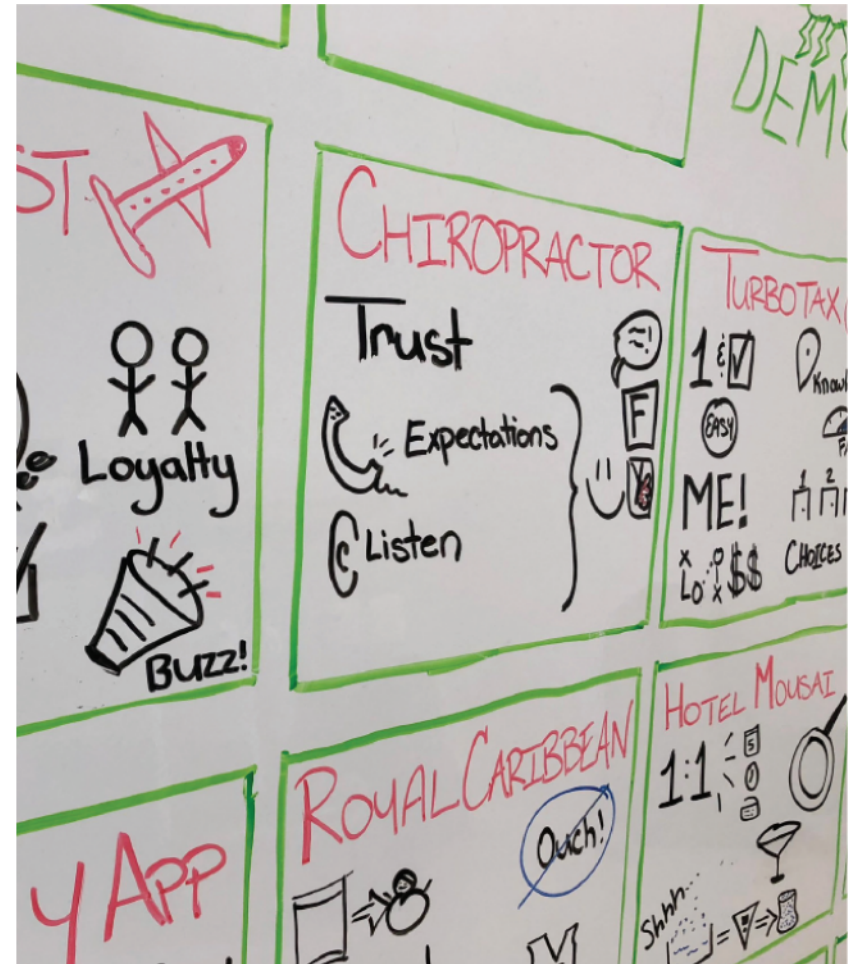
#### 5. Utilize during Ideation Activities

Have your centrally compiled board of inspiration accessible during ideation. This will be an unbiased way to surface lots of inspiration!



#### Tips:

- We often challenge ourselves to look at Deep and Weird Related Worlds
- Be specific and intentional with the findings shared. What fits where?
- You can scale the effort and fidelity of this activity to match the initiative.



#### What could you do from here?

- Learn more by speaking with experts or going into the environment.
- Begin generating ideas, sketching, and creating prototypes.
- Use a "Related World" to tell others about your idea; "It's like....." !

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