

Crazy 8

 30-40 minutes

 Paper, pens and a timer

 No limit

What?

Crazy 8 is a method that helps a team to develop multiple ideas in eight minutes.

Why?

The aim is to develop as many ideas as possible that can solve a problem. We are not looking at each individual idea in depth at this point, and the emphasis is on quantity rather than quality.

How?

Each person is given a sheet of paper (preferably A3), which they fold three times to make eight similarly sized sections.

1. Set the timer for eight minutes. The idea is to jot down eight ideas during this period – or one idea each minute.
2. Put all the sheets with ideas up on the wall. Everyone can now take five minutes to read and try to understand the outlines. Each person is given five minutes to present their eight ideas.
3. A vote is held to determine the best ideas. Give each person three votes each. Indicate the ideas you want to vote for using a pen, stickers, etc.
4. Identify the ideas that have received the most votes, and arrange them by theme. Discuss the ideas, whittling them down to 1-3 ideas that you feel most confident about. It is possible to combine ideas.
5. If you would like to develop an idea further, you can start the process again, but this time based on what you have already achieved.

What do you get out of this?

Loads of ideas that go beyond the most obvious ones. If a team comprises five people, it's possible to develop 40 ideas in eight minutes.