

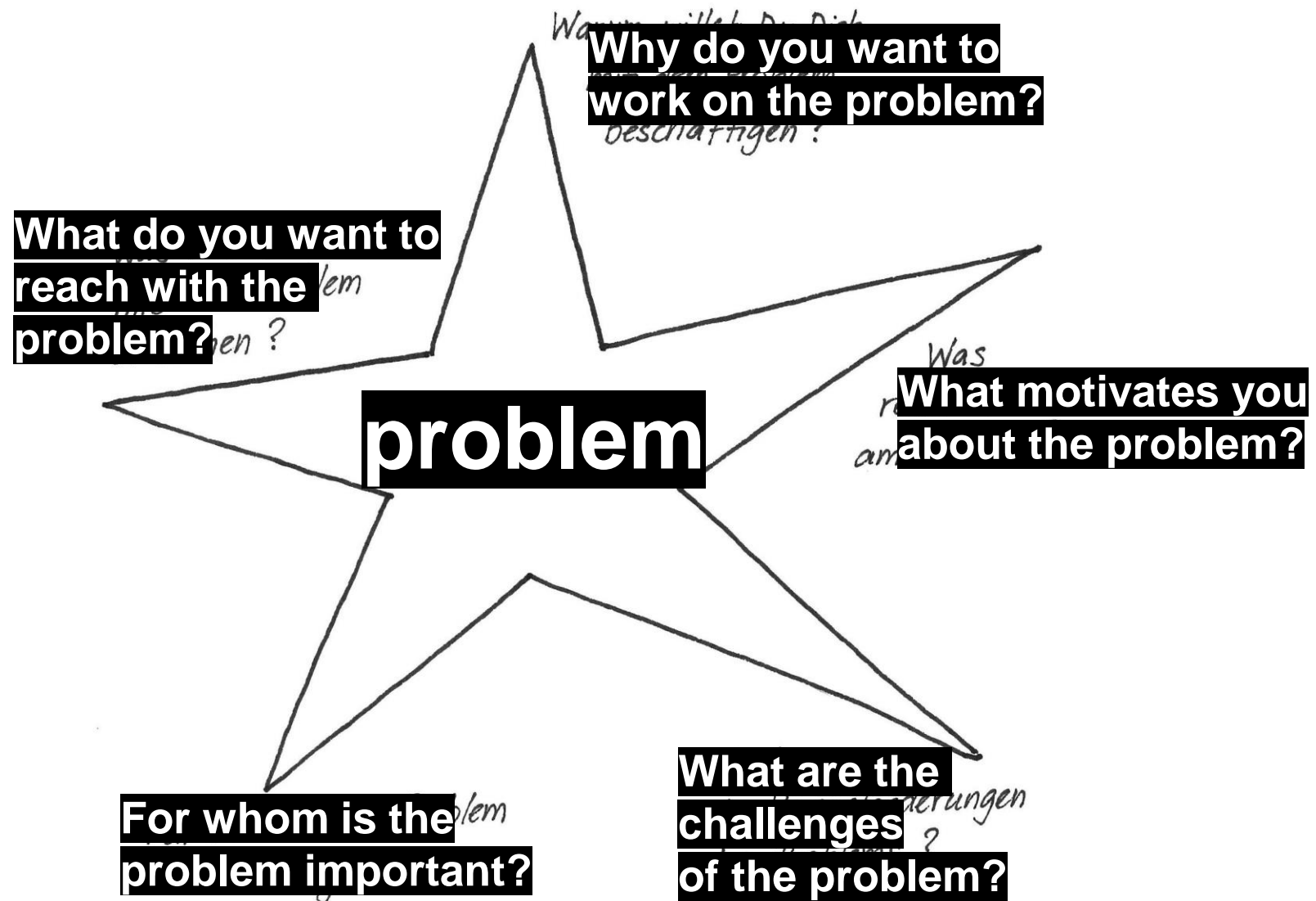


# Handout for “30 SQM CREATIVITY”



Prof. Dr. Stephan Sonnenburg

<https://routenplanerkreativitaet.de>



## Reflection star “problem”

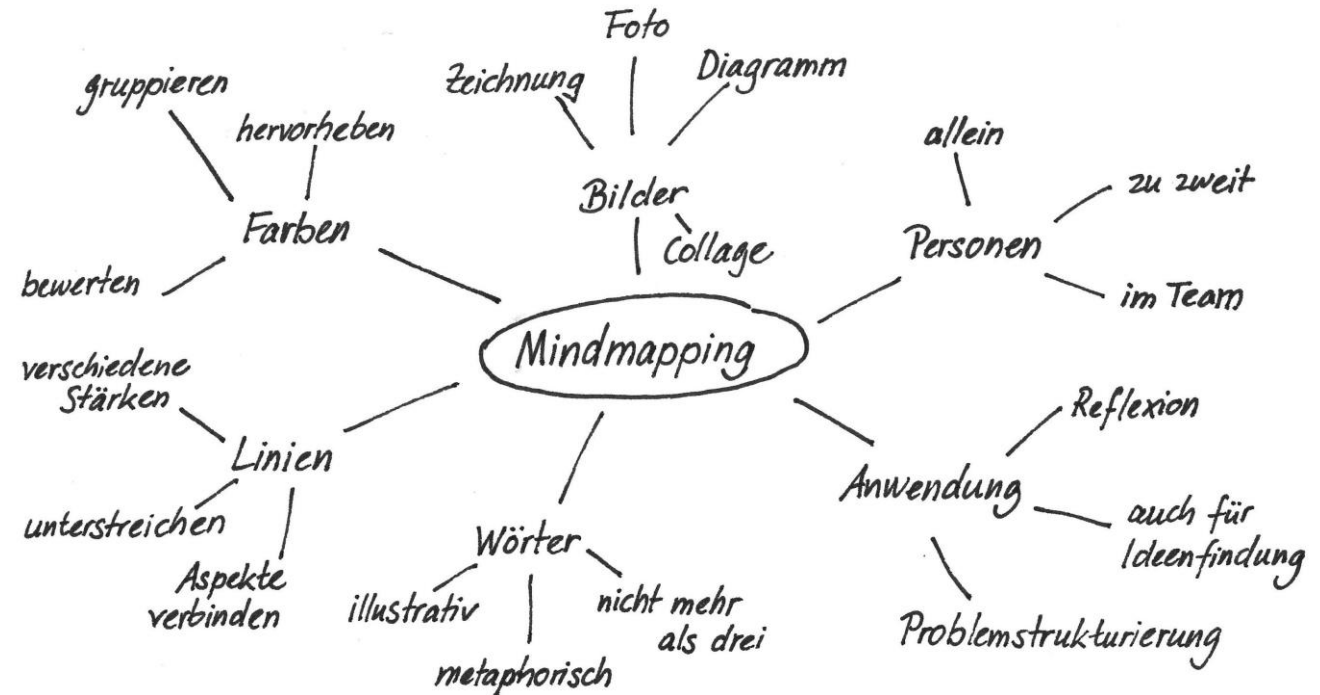
With “knowledge-spreading” you collect as many associations to the problem as possible. Immediately, this exercise arranges associations according to proximity and distance to the problem.

Knowledge-spreading is based on the creative technique “mindmapping”.

Participants: alone, in pairs or in a team

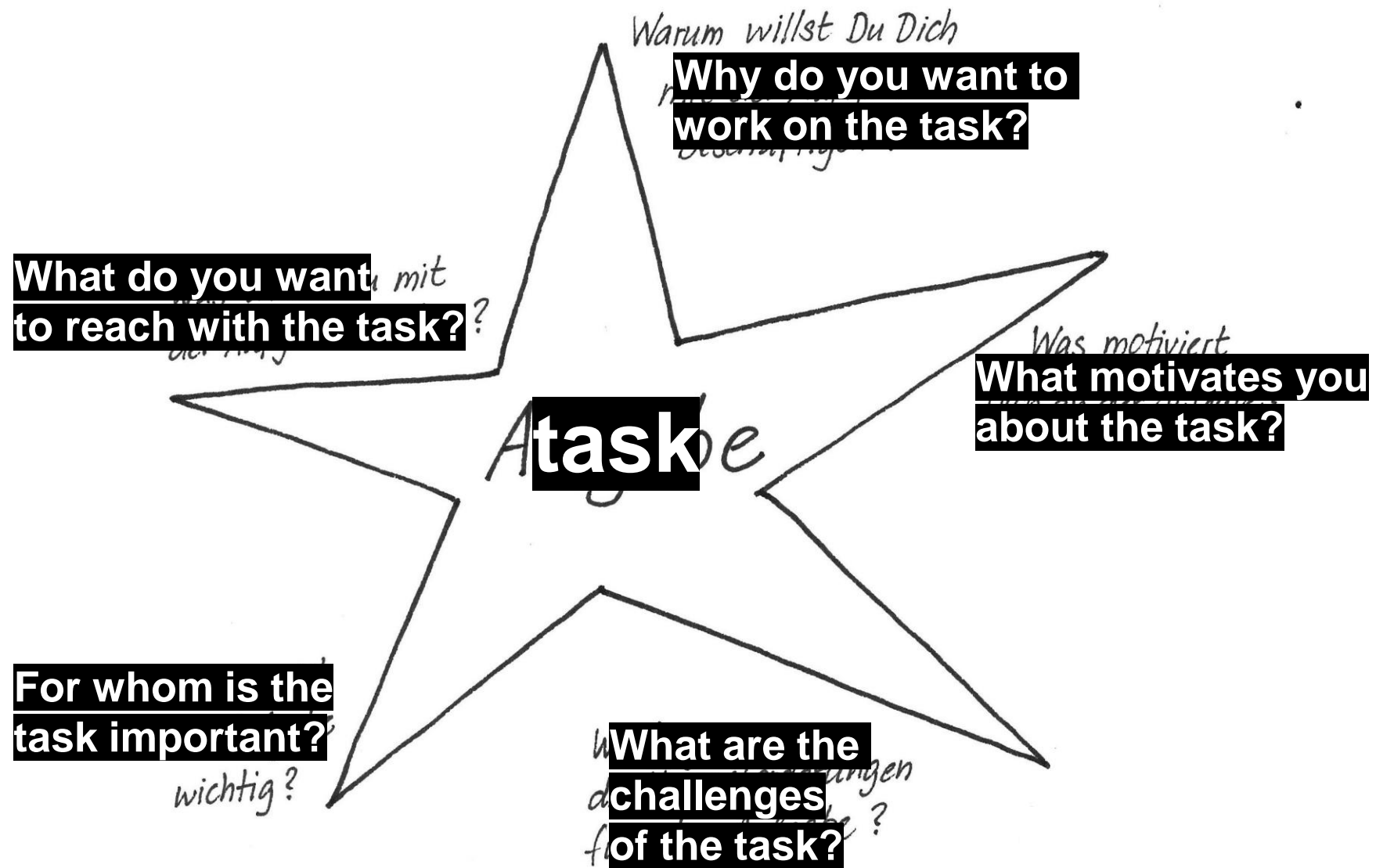
Ø-Duration: 30 to 60 minutes

Material: pencils, paper (best A3) and in addition post-its.



**Creativity exercise “knowledge-spreading”**





## Reflection star “task”

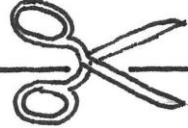
With “inside-outside-thinking” you can pick up existing ideas in order to develop them further, or you create new ideas.

This exercise is based on the creative technique “method 635”.

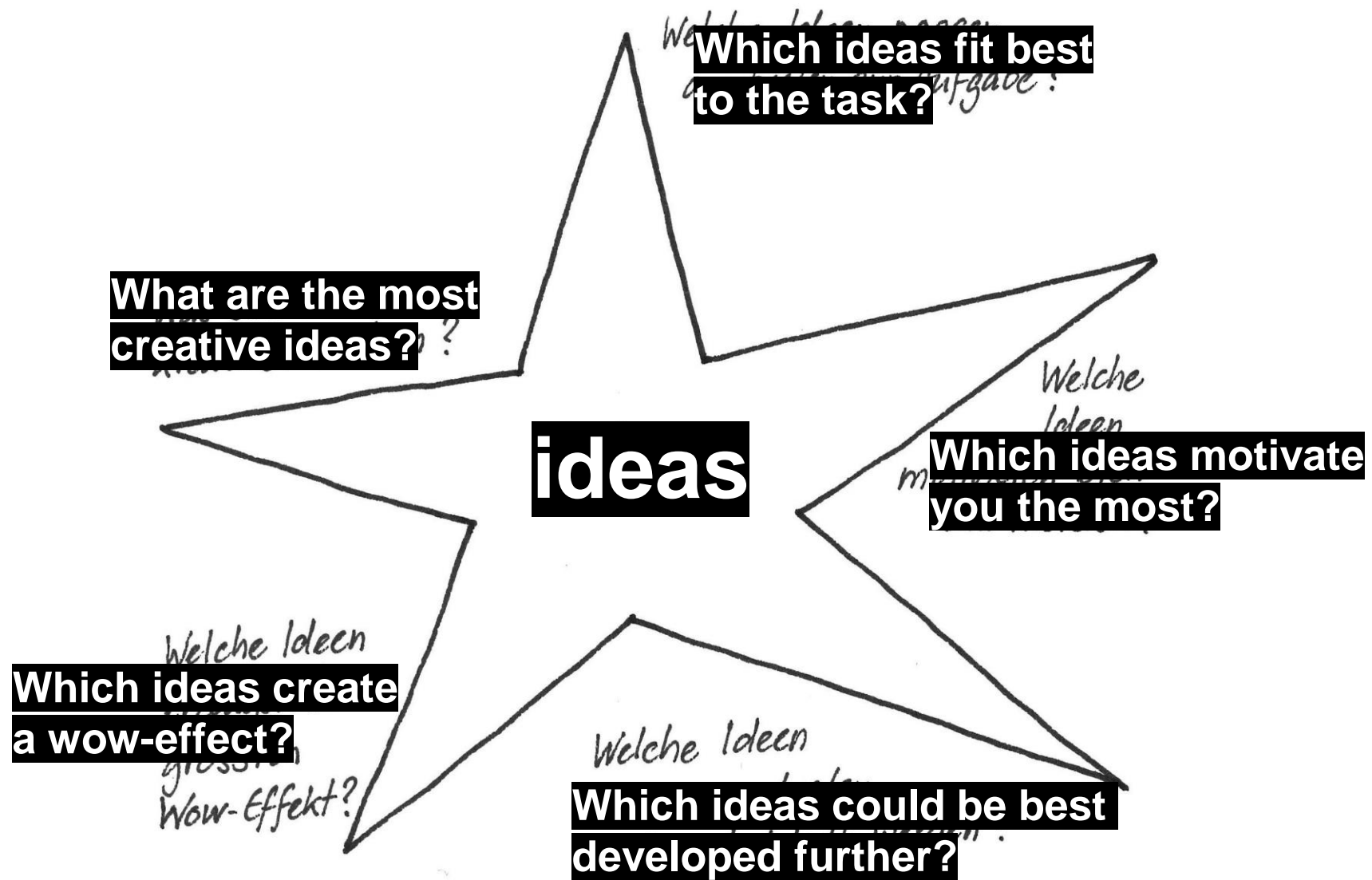
Participants: Especially for teams up to six people

Ø Duration: 45 to 90 minutes

Material: pencils, paper with grid structure, scissors

Idee 1	Idee 2	Idee 3
		
Idee 10	Idee 11	Idee 12
Idee 16	Idee 17	Idee 18

## Creativity exercise “inside-outside-thinking”



## Reflection star “idea”

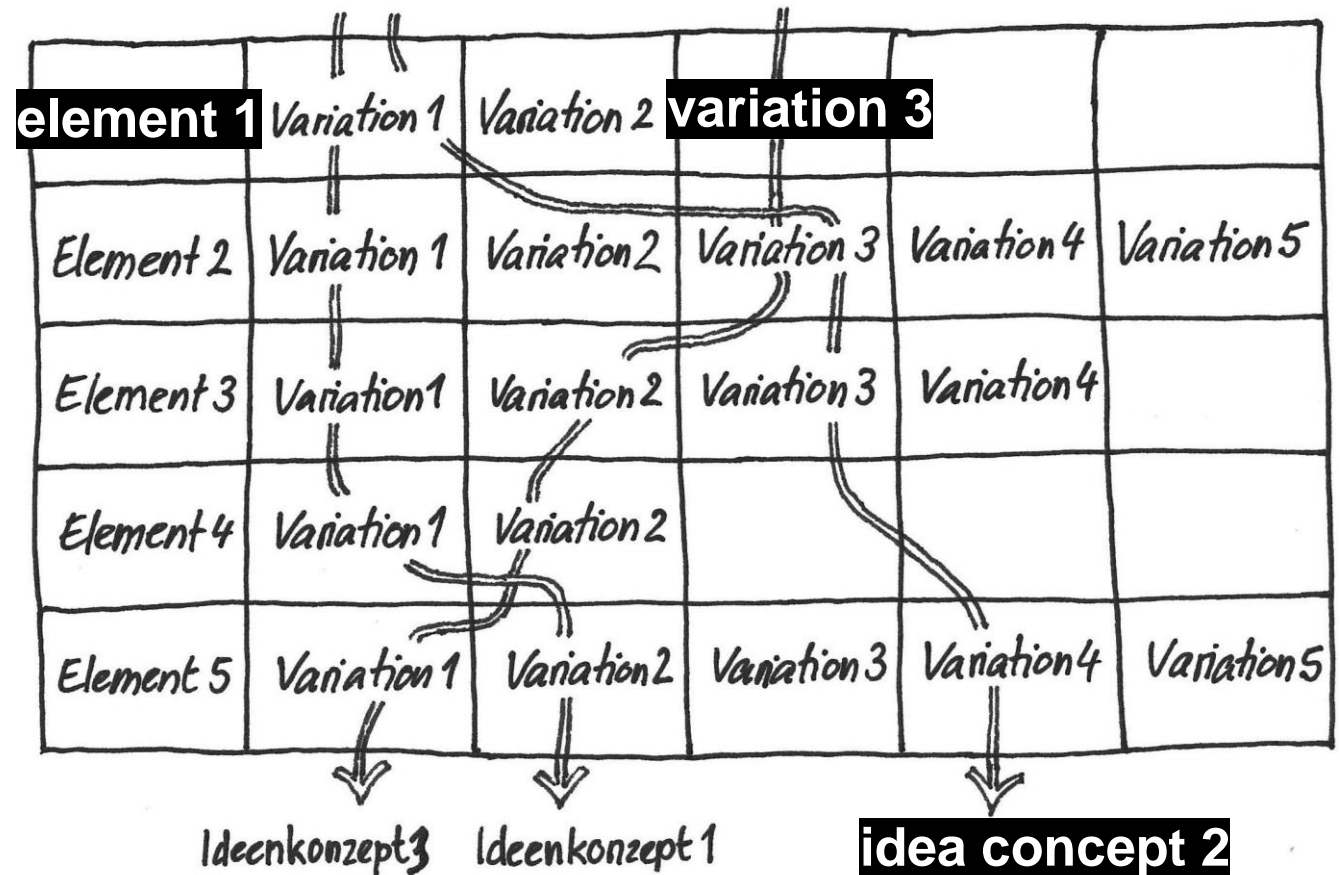
With “frame-blasting” you split an idea into individual parts to subsequently put them together to create idea concepts.

Frame-blasting is based on the creativity technique “morphological chart”.

Participants: alone, in pairs or in a team

Ø Duration: 45 to 90 minutes

Material: pencils, paper (A4 or larger)



creativity exercise “frame-blasting”

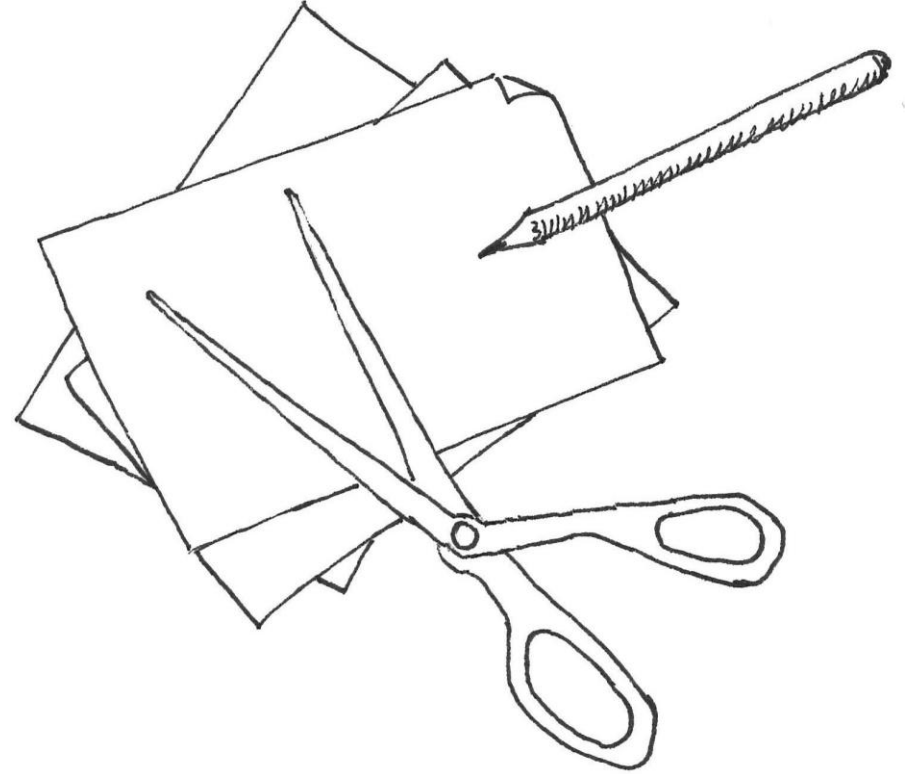
**With “sense-tinkering” you build a model which is based on the knowledge gained from an idea. The aim is to have an illustrative model to be tested with users.**

**Sense-tinkering is based on the creativity technique “prototyping”.**

**Participants: alone, in pairs or in a team**

**Ø Duration: 30 to 90 minutes plus user test, several hours to days in a step-by-step approach**

**Material: variety of material**



## **Creativity exercise “sense-tinkering”**



With “enthusiasm-arousing” you create stories that should present your idea solution in a convincing way.

Enthusiasm-arousing is based on the creative technique “storytelling”.

Participants: alone, in pairs or in a team

Ø Duration: 45 to 90 minutes plus performance

Material: paper, pencils and possibly camera



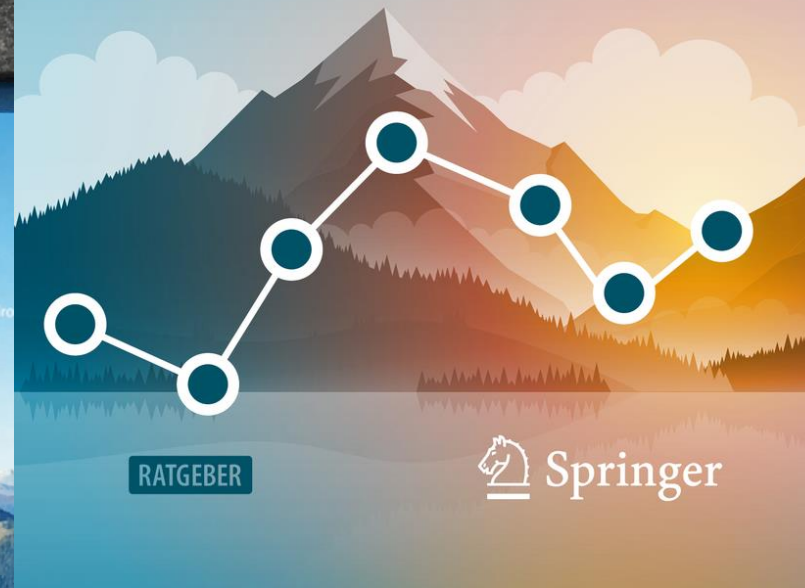
**Creativity exercise “enthusiasm-arousing”**

**You will find even  
more creativity  
exercises and tips  
for creative  
mountain tours  
here (in German):**

Stephan Sonnenburg

# Routenplaner Kreativität

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