

OTHER VIEWS

WHAT?

This tool is another way of getting different perspectives.

WHY?

Considering an idea from other perspectives can increase and improve the ideas generated, because people are being forced to think differently.

HOW?

Identify the challenge. Select the perspective that you think will be the most fruitful. Pose the question and then brainstorm.

Alternatively, divide the group into groups and ask them to select a perspective and brainstorm.

What would you do to your idea to achieve the desired impact if you were in a different role or if you were a different person, for example

Perspective	Example
Other people	A lecturer An administrative person A student A celebrity A CEO
Other moods	An impatient person An angry person A dreamy person An optimistic person
Other situations	In a big manufacturing firm In a school In a government department In a hospital On a farm In a shop
Other perspectives	In your dreams With unlimited funds
Unlikely associations	If instead of providing services you provided: Beauty products Food Car parts Health advice

WHAT WOULD STEVE JOBS DO?

WHAT?

In this exercise, you as participants have to come up with solutions and ideas from the perspective of a well-known innovator or leader. It might be Steve Jobs, or you could use other people who are relevant to the issue at hand. For example, you might use the Catholic church or the Pope, a military commander and the army, the head of an arts company or a political leader such as the President of the United States, or a fictional character such as Superman or Sherlock Holmes.

WHY?

This is a good way to help participants think “big and different”. Most people can relate to Steve Jobs or the head of Google, particularly around technology solutions. However, if you’re looking for other types of ideas, you might try a different sort of person.

HOW?

You can put people in groups and give them 10 minutes to brainstorm from the perspective of the person that you have chosen.

TIPS

Encourage them to be unfiltered.

Make the question quite broad. For example:

- If this person took over this organisation, what would they do?
- If this person was trying to get our message out, how would they do it?
- If this person wanted to improve employee engagement, what would they do?
- If this person was a student or teacher, what would they do?