5 Basics to build your best ideas From your mistakes



We need to Understand...


There are good ideas and bad ideas.
Its ok, to make mistakes


There is no single burst of insight

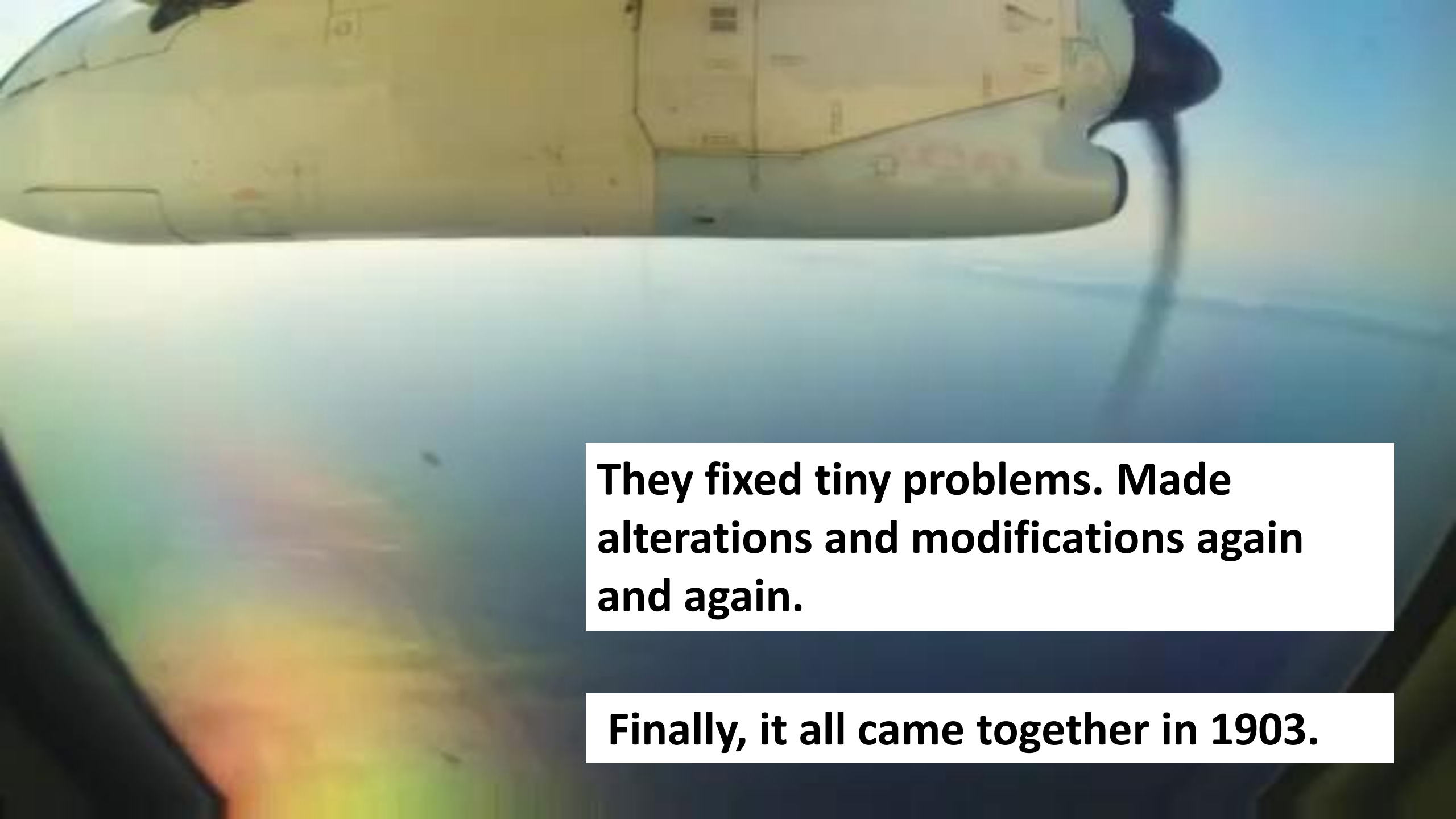

When you share and collaborate,
insight is built over a series of successive ideas

An example…


The Wright brothers invented the Aero plane in 1903



They thought together, played together and discussed ideas together



They fixed tiny problems. Made alterations and modifications again and again.

Finally, it all came together in 1903.

The 5 features


1
Good and better ideas emerge over time


2
Practice observing and listening to others ideas and interactions



Allow your ideas to be re-interpreted and re-applied. They get full importance.



Recognize that every body has a role to play in the idea


5
Improvise. Make many hits and errors
Hits are amazing and astonishing. Never noticed.


When you work this way, you will find a new way to frame a problem


You will spontaneously form a new creative group

Reference:

Keith Sawyer: “Group Genius”, the creative power of collaboration, Basic books, 2007

Thank you

Work Monkey Labs