

Observation

Observation location: _____

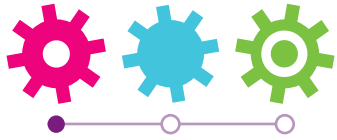
Our challenge is: _____

What do I see and hear?

What do I think is going on?

*Who is around you?
What are they struggling with?
What objects do you see?
How does the space feel, smell and sound?
How are people interacting with each other?*

What was surprising or unexpected?



Open-Ended Interviews

Our challenge is: _____

This interview is with: _____

Tell me about _____

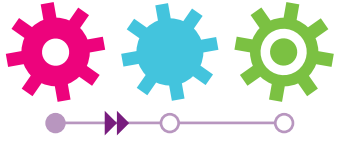
Tell me more...

Why?

How did that make you feel?

What I heard:

Things that surprised or interested me:



Shifting Gears: Gear 2 to Gear 3

How Might We...

Draw a picture of your idea:

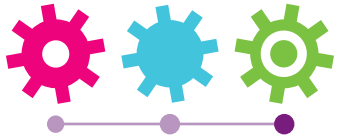
**In one to two sentences,
describe your idea:**

- **Put your idea on chart paper to make it bigger**



Value Exchange

Who is involved?	What does each person offer?	What does each person receive?



Making Strategic Choices

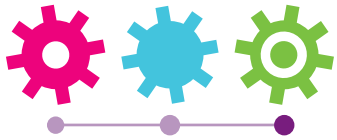
Where to Play?

Who is your customer?

What is your product/service?

How to Win?

Why will customers choose you over the competition?



Strategic Plan



Section 1: Your Starting Point

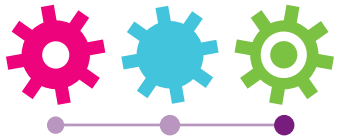
1. What is the challenge that you've been given?

2. What is the new "How might we?" question that you created based on the unmet need that you identified?

Section 2: Sharing your Innovation

3. What is your winning idea?

4. Summarize how your winning idea would solve the challenge and best meet the user needs you identified in Gear 1.



Strategic Plan continued

Section 2: Sharing your Innovation

5. Where will you play?
 - Who is your customer?
 - What is your product or service?
6. How does your innovation stand out? How would you categorize your innovation: “seen it”, “could be fun” or “radical change”?
7. What do you need to make your innovation come to life?

Section 3: Future Focused

8. What is the impact and consequence of your idea on the customer?
9. What is the impact and consequence of your idea on the world?
10. What would have to be true of your innovation and strategy to work?



Storyboarding Template

Tell the story of you being...

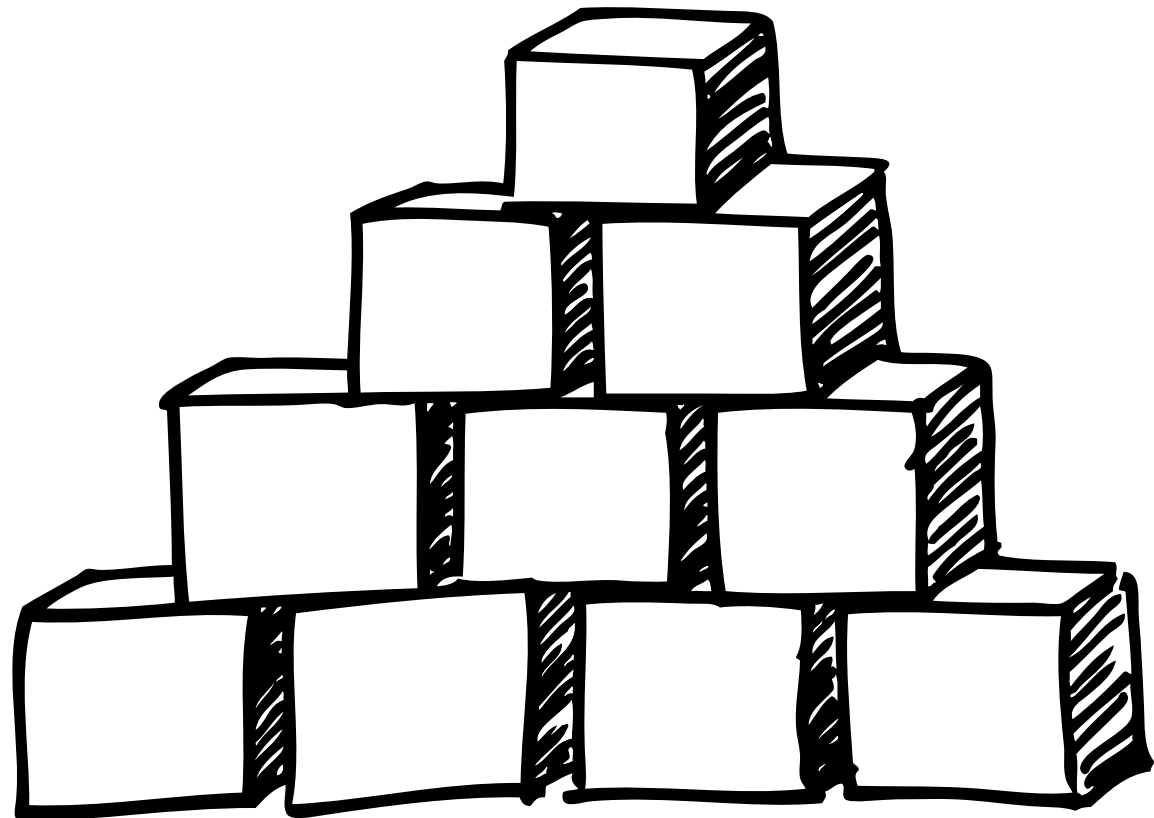
- **Be visual**
- **Include dialogue**



Building Blocks Template

Put the words on the left into the building blocks, one word per box.

- Taking Smart Risks
- Resilience
- Collaboration
- Building Systems
- Imagination
- Problem Solving
- Persistence
- Critical Thinking
- Embracing Feedback
- Comfort with Ambiguity





Selecting a Sector Partner and Co-designing the Challenge

Key question	Your response	Tips
Who is your sector partner?		Choose a partner who is willing to work with you to design a challenge and looks forward to working with students on the ICE training day. This will help you ensure you are creating a powerful experience.
What is the goal or situation/activity that they would like to share with the students?		What has the partner identified as a concern or area they'd like to explore?
What are the Gear 1 activity or activities that work for this challenge?		<p>Ensure that you have thought through the necessary safety considerations for the students to participate in the activity.</p> <p>In some situations, you may want to take the students to the organization or another location; ensure that you build enough travel time into your Gear 1 activity.</p>
Capture the innovation challenge statement		
What is an overarching statement that introduces the sector partner?		Draft a simple statement that introduces the partner and what they are looking for an innovation.
How might we help (sector partner) to (redesign/ create a new) (experience) for their (user/ customers)?		This "How might we...?" template will help you frame the challenge.