

Lesson Plans for adult educators/teachers/trainers which will be used for the FINE2WORK EDUCATIONAL PACK.

Module Name: Entrepreneurial Competences	
Topic 2 Title: Creativity	
Lesson Plan 6 – Tools for creative and innovative ideas	
Duration: 60 minutes	
Aim	This lesson has the aim to give students some tools they can use create creative and innovative ideas.
Target Group	Adults (especially women)
Facility/ Equipment	<ul style="list-style-type: none"> • Classroom • Internet access • Projector • White board • Computer • Powerpoint presentation
Tools/ Materials	<ul style="list-style-type: none"> • Handout 1 • Handout 2 • Handout 3
Main Tasks	<p>1. Task 1: Introduction to the theme and definitions (20 mins) (See Handout 1)</p> <p>1.1 Type of tools that exist that help create creative and innovative ideas</p> <p>2. Task 2: Group activity (30 mins) (See Handout 2 and 3)</p> <p>2.1 Divide the students in small groups and handout several case studies so they can identify different scenarios of creativity and innovation.</p>

	<p>2.2 Discuss with the group the results</p> <p>2.3 Divide the students in small groups and handout a role play in which they can create 3 creatives and innovative ideas and follow up their choice.</p> <p>2.4 Discuss with the group the results</p> <p>3. Task 3: Wrap up (10 mins)</p>
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HANDOUT 1: Tools for creative and innovative ideas

1) Rcamper: a tool for generating ideas

With this tool, it is possible to create new versions of a product or service, or even generate a totally different idea, which can change the direction of the project. It is widely used to conduct brainstorming sessions to create and innovate products and services.

S - Replace: How is it possible to give new meanings, approaches, processes, positions, elements, components, rules?

C - Combine: How to create leagues and connect units, effects, resources or ideas? How to bring together different products, technologies and / or resources to create something new or maximize the benefits offered? What can this be associated with?

A - Adapt: How to adapt your product for a new use? What is similar, parallel? What can be compared, imitated? How to insert this efficiently in a new context, in order to find new applications and explore new markets?

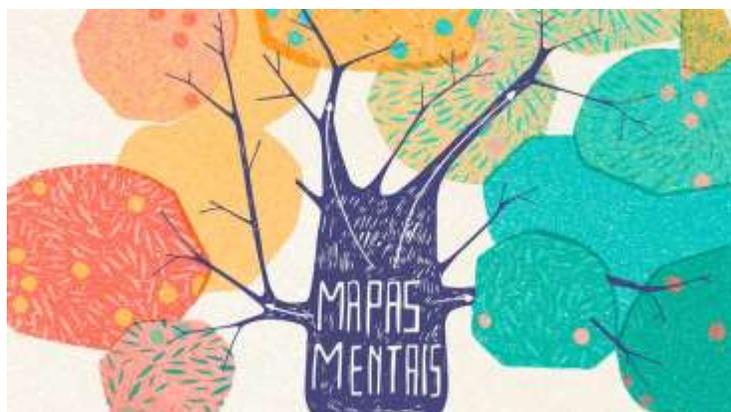
M - Modify: Is it possible to assign a new angle to this? Change color, movement, sound, odor, sense and / or shape? What can be expanded, reduced, changed or strengthened to make your product or process better?

P - Propose new uses: Is it possible to give this a new use, meaning? How to innovate,

E - Eliminate: How to simplify a product or process and make it more efficient? What characteristics, components and rules can be eliminated? Is it possible to do something reduced and faster?

R - Rearrange: Is it possible to change the pattern, sequence or layout? Change the pace or transpose cause and effect? Is it possible to invert roles, meanings? How can we give a new perspective?

2) Mental Maps tool



From a central information, a series of others emerge, in order to organize thought.

It serves to organize thoughts and ideas in an orderly, related, argued and, mainly, visual way.

3- PNI tool- Positive, Negative, Interesting



With the PNI, it is possible to identify 3 main aspects for a given idea.

- Positive: things related to the idea; what pleases most about this,
- Negative: the bad things; which is not pleasant,
- Interesting: what deserves attention in this context.

HANDOUT 2: Tools for creative and innovative ideas - Activity

1. Read the text and discuss with your group the innovative approach of this company.

The company

Bandai Co. was founded in 1950 by Naoharu Yamashina. Initially, the company was called Bandaiya and its first product was a beach ball with a rattle inside. During the 49 years that have passed since its foundation, this company has expanded to other branches (Bandai Visual, Bandai Virtual and Bandai Toys) and to several countries (Bandai America and Bandai Hong Kong). In the field of toys, it has always sought to innovate existing concepts. Among his best-known creations are the Power Ranger and the 1996 phenomenon, Tamagotchi.

The Story

Tamagotchi history, is a cybernetic creature that traveled millions of kilo-meters, from its home planet to Earth, to learn what life is like here. This creature needs to be taken care of and kept happy. Thus, the "owner" has to feed his tamagotchi, fall asleep, clean his room, take care of his health, play with him and teach him. Whenever you need something, make a sound or, if the sound is off, turn on a light. If this happens and you don't need anything, it means that you will have to be reprimanded. All of this is done by pressing the buttons and watching the action on the screen. As Tamagotchi grows, it changes in appearance; if he was kept happy, he becomes a handsome extraterrestrial, if he was not paid attention, he becomes an ugly extraterrestrial or dies. The average life span of a Tamagotchi is 28 days.

This creation of a pet tries to meet all the needs existing on the market: as a virtual animal, it overcomes all the setbacks inherent in a real animal, such as the need to spend time taking care of and educating it, the money to buy and support it and, finally, the space needed for your day-to-day activities; on the other hand, it offers the benefits of a real animal, such as companionship and dependence, thus trying to reduce the effects of the current lifestyle (great professional demands and little leisure time).

The great risk that the company took was that the market, especially the international one, was not prepared to accept an electronic and virtual substitute for a pet, given that it was a product different from everything that already existed and which presupposed the transfer of feelings to an object. On the other hand, as it turned out, copying was easy, which required a large return on investment in the beginning as counterfeits are generally cheaper.

The response to this innovation was exceptional, with many thousands of tamagotchis sold in the first few weeks. Children right from the start and then adults as well adhered completely to this new fashion. The fact that it is different and also able to be taken everywhere could have been some of the reasons for the great adhesion, but the secret of this enormous success lies in the ability to induce an affective relationship between the consumer and his tamagotchi. Only this transfer of affections allows us to understand that, around this phenomenon, others have appeared, such as, for example, funerals for tamagotchis.

HANDOUT 3: Tools for creative and innovative ideas - Activity

1. Read the text

TLight intends to restructure its LED lamp production area, but they need new ideas and innovative solutions. To this end, they asked their employees to hold a meeting to discuss what tools to use in defining the restructuring.

2. Make groups between 3 and 5 people

Imagine that you are involved in the process and choose one of the tools to acquire new ideas and innovative solutions.