



Divide to share

An innovative method to guide you towards future ideas

Introduction

Our group is composed by international students from Hungary, Italy, France and Finland. We are students of Metropolia University of Applied Sciences taking part on Innovation program «Minno».

Our goal was to create a new version of the Coffee House of Enlightenment and a safe and creative space to be innovative in a new way. We wanted to create an innovation that could to be used anywhere and by anyone: from companies, with a business purpose, to schools, with an educational goal. That is how we came up with our method: Divide to Share.

Get new perspective a

Purpose of the project

The purpose of the project is to offer an innovative method to companies with a business or innovation related issue. Our method is a new and easy way to solve problems in a creative way and to come up with creative solutions to problems and questions. The project is also offering research tools for the participating company in order to improve their services.



CREATE INTERACTION BETWEEN PROFESSIONALS AND STUDENTS/POTENTIAL PARTNERS/PEOPLE COMING FROM DIFFERENT FIELDS AND BACKGROUNDS IN ORDER TO SOLVE THE PROBLEM WITH THE WIDER ANGLE POSSIBLE.



and creative thinking.

Benefits for the participants

- Being part of productive social interactions & community, sharing ideas and opinions.
- Being part of a bigger project and innovative idea sharing.

Collect research material

The research material will be collected by recording interactions happening during the activities.

Participants will take notes directly on the table that can be photographed at the end of the session.

This research material can be used afterwards for the benefit of the company.

How to facilitate?

When we deal with creativity we formulate something new and fresh. Humans are social beings, we want to be accepted, therefore keeping our thoughts to ourselves and going with the crowd can often be the easier, less threatening option. This deep instinct is expressed in the old adage: "Better mad with the crowd than sane all alone".

In order to be innovative people have to challenge the norms, which often means going against peer pressure, questioning what is broadly accepted, in other words willingly putting the, selves in a vulnerable position.

"**Common third**" is a Danish model of social pedagogy that describes the use of activities to develop relationship with the client. It emphasises the connection between *creativity* and *relationships*.

While participating in the common activity clients can easily find the common ground, initiate contacts without pressure and become motivated to create or share new ideas in a safe environment. To create such environment we need to pay attention to the physical and social factors of the meeting. To have a stress-free environment we have to eliminate the disturbing factors and create a relaxed atmosphere. Putting on a relaxing music, cosy chairs and serving beverages can be a good way to create such environment but we can also arrange the whole meeting outside in the forest camping area. The social factors include influencing the dynamics between the people and the different groups attending.

There are hundreds of different ice breaking games to choose from depending on place, people or the available time. It is important to notice that these games are not made to be competitive but should be created as a "two way street of activities" where once someone wins everyone won. These games can be changed, vary and adapted to the interest of participants.

We listed a few in the following page to give a glimpse of what is available:

Never have I ever

People sit in a circle and everyone puts their hands on the middle with ten fingers on the floor. One by one each participants announces something what they have never done for example "Never have I ever ate a bag of candy alone" All those participants who did it draw one finger. The game goes on until only one person has fingers left in the middle therefore it is advised to say things what we didn't do but we think that others surely did.

A fun and easy way of initiating opening up is ice breaker questions. Easy, fun questions can be written on a piece of paper and put in a bag. Each participants pulls a paper and answers the question. These questions need to be safe and funny again the point is not to get serious answers about the participants' lives but the activity itself. Here is a few question as example: If you could be an animal what would you be and why? If you were an indian what would be your indian name? If you were a super-hero who would you be and why? What is your favourite thing to do in the summer? Say one goal you would like to accomplish in your lifetime. If you had 1 million Euros what would you spend it on? Etc.

Candy game

We get a colourful bag of candy and distribute five to everyone. They are free to choose any colour they want but can't eat any yet. Once everyone has candy, we will give questions to each colours for example: red is my favourite memory yellow is my favourite summer holiday place, green is my favourite hobby, brown what is your dream job, blue you can tell about yourself anything you want. Etc. The questions can be varied according to interest and the age of the participants. One by one the people answer the question and free to eat the candy, if they picked more than one of the same colour for example red, they can say their second favourite memory.

After the ice breaking session the participants will be ready to take on more serious issues. The groups can get a point of view of the subject and the question of the company to discuss. For example if the theme of the evening is "how we connect" sub groups can have the point of view of "how we connect by: art, with money, through the internet, languages etc." These sub group names should be chosen by the organisers considering what companies and groups of people are present at the event.

Step by step

1. Start by telling about you and your background/company- get to know each other;
2. Explain the idea (simply and clear) and start by splitting people into mixed fields groups; mixed groups of students and professionals; possibly gather opposite point of views;
3. Start with easy questions, games, activities to break the ice;
4. After the over all mood has loosen up, present the first actual question/problem from the company;
5. Groups present their ideas;
6. Coffee break with treats to get energy;
7. Next question/problem presented by the company;
8. Presenting, sharing and gathering ideas...

The Method: *Divide to Share*

Instead of the traditional model of presentations, participants will discuss a topic of a problem together. They will be divided into groups by different fields or viewpoints and will look at the same problem from their own angles.

If the topic is for example "connections" the company could invite participants from different fields such as economics, social sciences or arts to discuss how they connect.

Companies like Sonera would have very different answers than -for example- Marimekko.

Once the participants discuss the questions and topics they will come together as one big group and share their ideas with the rest of the group.

Having the meeting in a safe and stress free environment for the discussion is crucial.

Credits to Agoston Feher, Greta Beccarello, Hanna Pekkala, Katariina Kumpulainen, Valentine del Giudice.
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