

Enterprise TROOPERS

Primary School Competition



5 point guide

to Magical Creative Thinking Sessions

1

Know what the session is for

Your session can be done with just one person or a hundred, the rules are the same. What's important is that everybody taking part is clear on what the subject is about – coming up with a great business idea!

2

Encourage wild ideas

Write down all ideas. Never, ever say 'I don't like that one' or 'that would never work' during a creative thinking session. The more ideas you have the more likely you are to find a truly great one.

3

Have fun

People are more creative when they're nice and relaxed. Play some music in the background or take a break in the middle and play a game. Listen and laugh together, it's the best way to build on each other's ideas.

4

Set a time limit

Set plenty of time, but make it a set amount of time, or set a target on the number of ideas you want to create. This helps everyone to focus and stops minds from wandering.

5

End with a decision

There comes a time when you have to decide which ideas you want to take forward. Finish the session with a clear idea of which ideas you like and what everybody needs to do next.



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Welsh Government