

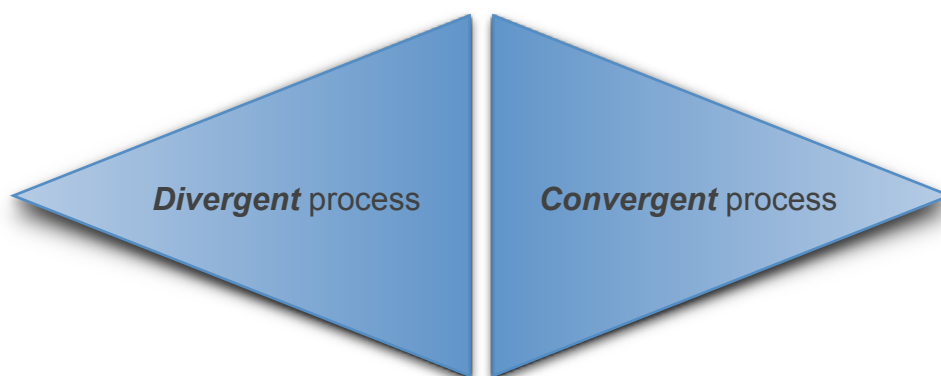


Developing ideas as a process

It is important in this kind of work that we have some understanding of the process in itself.

As shown, we have divided the process of developing ideas into four phases, but basically the process is determined by two different ways of working.

The one kind of process, as we see in the phase of generating ideas and in the phase of improving ideas, is a *divergent* process. The other kind of process used in the phase of evaluation and in the phase of describing the idea is a *convergent* process.



Divergent process

This kind of process can be described as an open approach in which we unfold a problem or a possibility to come up with alternative and creative solutions.

The approach leads us to share divergent views and create a base of new knowledge on which we can generate new innovative ideas. It is important that we as participants are open minded and are willing to suspend our beliefs in a way that let us co-create with others.

Using this kind of approach will give us the possibility to create multiple new solutions and the flow of the process seems to be a bit chaotic.



Convergent process

The convergent process is a more closing approach in which we conclude on a solution to enter into a more project oriented phase of work.

Being in this kind of process invites us to analyse on multiple solutions, categorise new insights and choose which idea we want to implement.

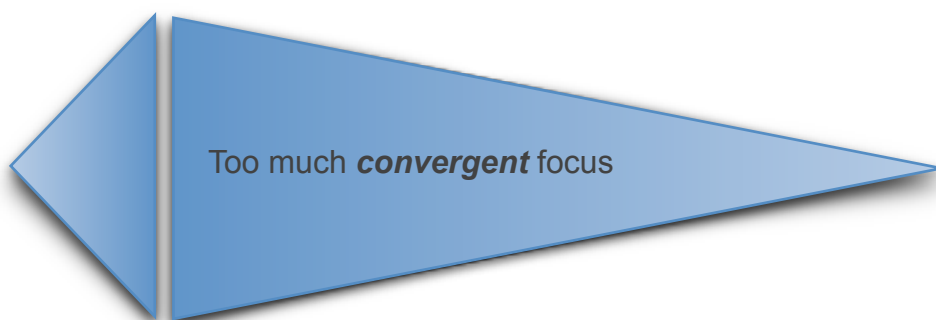
The pitfalls

All work we do consist more or less of the two different processes having *both a divergent and a convergent* approach.

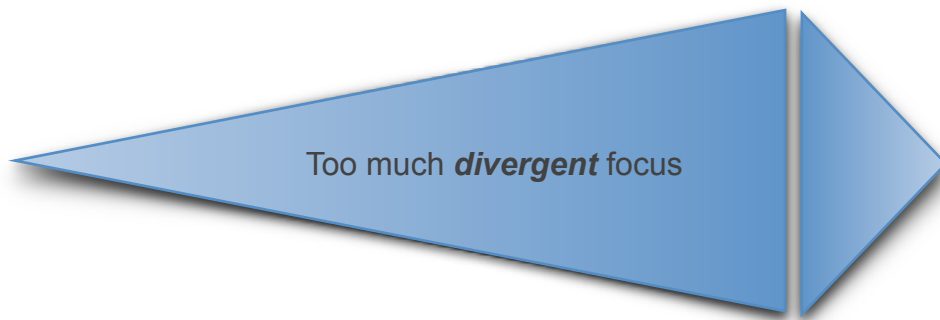
Knowing that gives us two obvious pitfalls that we need to be aware of in the process of developing new ideas.

In the need of working on new solutions we often find ourselves in a position where we are so focused on solving the problem or siege the opportunity in front of us, that we "fall in love" with the first idea we get which will help us. Thereby we lose the possibility to explore multiple solutions and create any kind of innovation.

Often in these cases we end up with a solution that is "more of the same", and after a short period of time we need to return to the process of creating a new solution.



The other pitfall is that we focus too much on the divergent part of the process. In the excitement of keeping creating new ideas and looping new solution we sometimes forget to align our work with our current and future reality.



In this case we will end up being frustrated of not going anywhere and achieving practical results. The end result will surprisingly be that we end up using the solutions that we know already, and yet again we will not reach the level of innovation that we were working for.