Unleash Innovation and Collaboration with Crazy 8s

A dynamic brainstorming technique for product managers & designers.

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What is Crazy 8s?
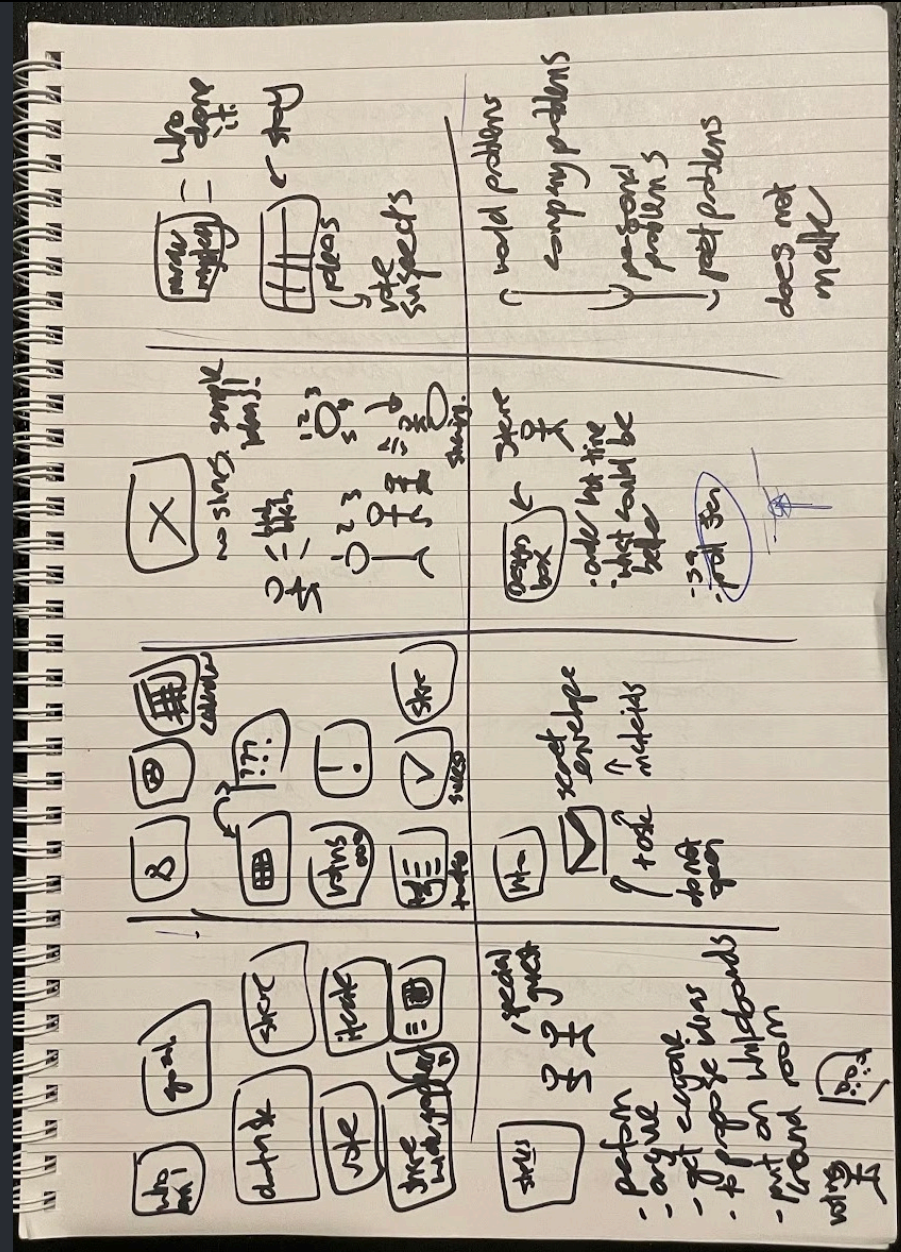
1 **Rapid Sketching**

8 ideas in 8 minutes!

2 **Intense Focus**

Time-boxed creativity.

3 **Fast Idea Generation**

Quantity breeds quality.

4 **Forced creativity**

Breaks thinking patterns.

The plan

1	**Form groups**	3-4 people
2	**Exorcise the room of bad ideas**	Nobody wants bad ideas
3	**Prepare yourself**	Fold some paper, get a pen, and you're ready
4	**Go!**	8 minutes of crazy, then review and voting
5	**Wrap it up**	What did you learn today?

Form Groups of 3-4 people

- Find a table
- Choose your new small ground of friends
- Say Hi!
- Sit & chill

Choose your team topic: "how might we..."

World challenge

E-waste, Global warming, etc

Company challenge

New feature, new market, new team

Pet challenge

Woof, meow, tweet.

Exorcise the room
of bad ideas

Exorcise the room of bad ideas

- Fold paper into 4
- Individual task:
  - Draw 4 bad ideas about your team topic by yourself
  - 4 minutes for 4 bad ideas
- Share with team

Exorcise the room of bad ideas

- Share with room

Exorcise the room of bad ideas

- Exorcise!

Get Ready: Prepare yourself for the main event

- Fold your paper into 8 panels

- Get your pen

- You're ready

Get Set...

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Strict Timekeeping

Adhere to 8 ×
1 minute intervals

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Go for Quantity

Don't judge early.

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Visualise Ideas

Sketch, don't write.

👤

Individual Activity

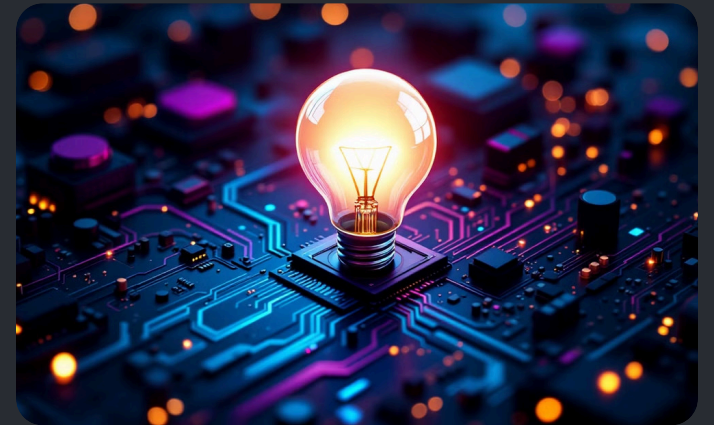Work on your own ideas without
discussion.

Go!

Start the Clock

8 minutes, 8 ideas - let's go!

Sketch it Out

Quick drawings, no perfect art needed.

Idea Generation

Unleash creativity, brainstorm freely. Work by yourself

Stop!

Vote on each other's drawings!

1 **Spend 5 minutes review each drawing**

Go through everyone's proposed solutions

2 **Get dot voting stickers**

3 votes each

3 **Vote for the best solutions in your group**

Favourites, or common themes, or most realistic - your choice!

4 **Discuss**

Discuss the winning ideas in your team.

Share the challenge and the winning idea with the room

What did you learn?

What surprised you?

What unexpected ideas or perspectives emerged?

How can you apply this?

How might you can use Crazy 8s in your work.

Key Takeaways

1 **Unleash Creativity**

Rapid ideation tool.

2 **Drive Collaboration**

Inclusive brainstorming.

3 **Iterate Quickly**

Fast prototyping.

And we're done

Thank you!

Reach out to us!

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