**Semantic Intuition – Template**

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| **1. Ask the participants of an idea generation session to identify two categories relevant to the focal issue. These could be, for example, ‘product/service features’, ‘customer needs’, or ‘store locations’.** |
| Category 1 | Click or tap here to enter text. |
| Category 2 | Click or tap here to enter text. |

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| **2. Request that participants generate words relevant to each of these categories.** |
| Category 1 | Click or tap here to enter text. |
| Category 2 | Click or tap here to enter text. |

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| **3. Combine the words from both categories in various orders to create idea/project names.** |
| Click or tap here to enter text. |

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| **4. Develop a mini-story around the idea/project names that explains how they might be executed. Discuss these with the group to determine whether they can be developed in practice.** |