



Wishing

Wishing is a technique used to stimulate creativity by allowing its users to make extraordinary wishes for the business. These wishes may be impossible to realise and place no restrictions on budget, time, or resources. By making these wishes, the technique challenges the basic assumptions and limitations accepted by users and stimulates the creation of new ideas. The technique is conducted in the context of a group.

Using 'Wishing'

Step 1: A group is assembled with the objective of collecting 20-30 wishes in relation to some predetermined problem. The role of the facilitator is to encourage absurd ideas and remove any restrictions on the creativity of participants.

Step 2: The wishes collected during the previous step are discussed by the group. Impossible ideas are applied in a manner that is realistic in practice. The discussion continues until a sufficient number of good, new ideas are obtained.

