

RIKON
DIFFERENTTHINKSBETTER

Picture Prompts



Picture Prompts

For this technique, pictures are used for the purpose of generating strong emotions and initiating creative thinking. It is an easy and fast approach, undertaken in the context of a group that requires participants to write down ideas that arise naturally upon examination of an image.

Using 'Picture Prompts'

Step 1: Prior to a brainstorming session, the facilitator selects 20-30 pictures. These must be visually interesting and represent a mix of images that relate to a problem and are entirely unrelated to it. Both have a function in the generation of interesting ideas.

Step 2: Each participant in the group is asked to select one or more pictures that suggest a solution to the focal problem. They are then asked to elaborate on their rationale for selection of these images.

Step 3: The images selected by all participants are discussed in the context of the group.

Step 4: A selection is made regarding which ideas or solutions should be pursued by the organisation.

Instructions for Use

1. Select 20-30 pictures that are visually interesting. They should be a mix of images that both relate to an organisational problem and are entirely unrelated to it. Organise a brainstorming session.
2. Ask participants to select one or more pictures that they believe suggest a solution to the focal problem. Request that they elaborate on their rationale for selecting these images to the rest of the group.
3. Allow the group to discuss the image selections that have been made by all participants.
4. Collaborate with participants in the selection of the idea or solution that is to be pursued by the organisation.



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