

RIKON
DIFFERENTTHINKSBETTER

Worst Idea



Worst Idea

Worst Idea is a group technique for idea generation. It asks participants to come up with really bad and silly ideas that would never work, or are even illegal. The technique is advantageous as it takes the pressure off participants to come up with brilliant ideas and prevents the suppression of ideas that they may be unsure of or embarrassed about.

Using the 'Worst Idea' Technique

Step 1: The facilitator asks participants to come up with the worst ideas that they can think of to address a focal problem. All ideas are recorded on a sheet of paper or whiteboard.

Step 2: When a sufficient number of bad ideas have been recorded, the facilitator selects some and asks the group to transform them into good ideas. This may be achieved by asking them to consider the opposite of the bad idea.

Instructions for Use

1. Assemble a group of employees and ask them to come up with the worst ideas that they can think of to address a business issue or problem. Record all ideas on paper or using a whiteboard.

2. Once 30 bad ideas have been collected, select batches of 3 from this number and ask participants to transform them into good ideas. It may be helpful to ask them to consider the opposite of the bad idea.



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For more information please contact:

RIKON,
School of Business,
Waterford Institute of Technology,
Cork Road, Waterford, Ireland.

T: + 00 353 (0) 51 834032

E: info@rikon.ie

W: www.rikon.ie