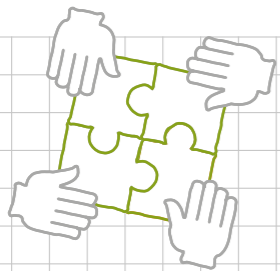


# Business Inspiration Cards

FIND INSTANT INSPIRATION FOR ANY IDEA GENERATION!

**MATERIAL**

- moderator
- pinboards / collaboration tool
- large postits and bold markers
- business inspiration card set



## \* STEP 1 \*

### SET UP AND CHALLENGE

1. Distribute all Inspiration Cards on tables around the room.  
  
Make sure that the individual cards are easily recognizable, but still lie close together. This creates a large „inspiration tablecloth“.
2. Set out large Postits and bold markers for the preliminary ideas.
3. Now introduce the challenge.



## \* STEP 2 \*

### IDEA COLLECTION

1. Ask everyone to move around the room with Postit Pad and pen and to look at the cards.
  2. If a card triggers one or more ideas, the card is taken out. The associated ideas are written individually on Postits.
  3. Then the card is put back and the next card is searched for.
- Format 1: Everyone writes for himself - there is no talking.
  - Format 2: It is worked in teams of 2.



**IMPORTANT**

Not every card triggers a draft idea in everyone. Everyone reacts differently to the motifs.

Therefore, emphasize skimming the cards until a card appeals to you.

The idea trigger can be either the image, the text, or the combination of both.

## \* STEP 3 \*

### SAVING AND CLUSTERING ON THE PINBOARD

1. Hang the collected ideas visibly on the wall or pinboard.
2. At the end, have the participants cluster the ideas.

