

Imagine



**Creativity & innovation is about thinking different...
tapping different perspectives for fresh thinking.**

PicTour Imagine is a photo deck of 64 images, specifically designed to stimulate new thinking and different perspectives.

The pictures in the PicTour Imagine deck represent endless possibilities and evoke a treasure trove of ideas, emotions, and attitudes across a broad spectrum of subject matter. The photos are free from words- pure, visual metaphors that can be used in countless ways...Use them at every stage of the innovation process, as part of engaging ice breakers or closing activities, as a debriefing tool

for experiential learning, for team bonding, as stimulus for story writing, and for personal exploration. The PicTour Imagine photo deck is a super portable, multi-use resource from Sherlock Creative Thinking.

I've described a few of my favorite picture deck techniques below.

Use these exercises as is, tweak them for your specific use, or come up with your own ideas for using PicTour Imagine!

General Set-up

- Tell participants that they will be looking at a collection of pictures that represent a wide variety of feelings, attitudes, and/or images. Spread the images out on the floor or a table so that there is plenty of room for participants to roam around and see each picture clearly....
- Invite everyone to go "photo shopping"....review all the pictures and choose one that best represents ____ to them.
- Allow each person to describe the picture they chose, and what they perceive the connection is to the topic.

Applications:

The Innovation Process

Clarifying/Objective Finding: "Photo Lens"

To help participants identify a meaningful goal, wish or challenge. Invite participants to pick a picture that best represents what they would like to be/do/have/feel/accomplish/focus on...

Clarifying/Fact Finding: "Wide Angle"

To help participants learn more about the current state and discover more about a desired future state. Have participants choose two photos, one that represents the current state, and one that represents the future state.....record relevant data, facts, insights.

Ideating: “Forced Visual Connections”

Use the photos to force connections for new ideas. Provide each participant with a random photo and challenge them to use it to come up with at least 3 additional ideas...Have them ask themselves “What ideas does this picture give me for solving “x”?” (tip: the more disconnected the picture is from your challenge, the more powerful it will be at stimulating you to think different! If you’re looking for ideas for what might be all the ways to make a pig fly, avoid pictures of pork and airplanes)

Developing: “PhotoSense”

Use the photos to hunt for colors, textures, sights, sounds, smells, tastes, emotions, and feelings that you might want to incorporate into your new product or service idea.

Implementing Solutions: “Picture Your Assistors & Resistors”

To learn about assistors and resistors for a specific solution, invite participants to pick a picture that best represents how they imagine key people would react to the implemented solution (e.g., how would the CEO react? How would the CFO react? How would a consumer react?). Use the insights to identify steps in your action plan for implementing the idea.

Session Openers/Closers

Icebreaker: “Self-Portrait”

Ask participants to choose a picture that resonates with them for any reason. Ask them to use the picture to introduce themselves to a group (name, what picture they chose and why). *Another variation of this for larger groups is to have participants stand in two lines facing each other...they introduce themselves to their partner directly across and then when they hear the ding/signal, one line moves to their right to rotate to introduce themselves to the next person until everyone has met everyone else...

Closing: “Best Shot”

Ask participants to choose a picture that best represents the most important thing they learned/gained from the session. Whip around the room in a speedy fashion to hear everyone’s pick.

Story Writing: “Photo Finish”

Instead of using words, turn to pictures for story inspiration. Select a photo and fashion a tale about what is happening in the picture. Challenge yourself not only to describe the obvious, but also to tell the “back story,” the part that isn’t there or isn’t initially apparent.

Team Bonding: “Picture Book”

Ask participants to choose two pictures that describe how they work together. One photo should represent what happens when they are working together well, and the other should represent how they are ineffective. Whip around the room to hear each explanation, and post the photos on the wall on two posters...What we want to do more of/continue doing, and what we want to do less of/stop doing.

Learning Debrief: “Descriptive Learning”

Choose 3 cards to help you describe 1) what happened, 2) what you learned, and 3) how you plan to use your learning moving forward. Write a short paragraph, using the pictures as stimulus. When you’re done, grab a partner and share your experience.

Personal Exploration: “Feelings Marketplace”

Choose a card to describe how you’re feeling/the place you’re at and your relationship to “x” (“x” could be a specific challenge or focus area or your relationship to the group, a person, etc.)



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