



Worst Idea Ever Exercise

Objective: The Worst Idea Ever is a method where participants focus on generating the most impractical, ineffective, or absurd solutions to a problem. This exercise can help students explore extreme scenarios and creatively think of solutions to problems. This approach encourages out-of-the-box thinking and can lead to innovative ideas.

Steps to Facilitate the Exercise:

1. Define the problem. Clearly state the problem you're trying to solve.
2. Generate the worst ideas. Encourage participants to come up with the most terrible, impractical, or ridiculous ideas possible.

Examples of prompts for generating worst ideas:

- "What's the most impractical way to solve this problem?"
- "What's the most unethical solution we could develop?"
- "What would be the most useless service we could offer?"

3. Analyze the bad ideas. Identify the properties of these bad ideas and what makes them so ineffective.

- Explore why these ideas may be ineffective and what potential negative outcomes they might produce. This discussion may lead to deeper understanding.
- By discussing these points, aim to reveal the underlying issues that make these ideas seem unproductive. This can assist in identifying actual obstacles and areas for improvement.

4. Transform the bad into good. Explore how to reverse the bad ideas, challenge assumptions, or reframe aspects of them to create more viable solutions.

- Encourage converting negative concepts into constructive actions or solutions. What would be the antithesis of these unfavorable ideas? How might these alternatives address the underlying issues identified?
- Collaborate to transform the least favorable ideas into practical solutions. This creative inversion technique can uncover unique approaches that had not been previously contemplated.
- This step often results in inventive and innovative solutions that may not have been considered during a traditional brainstorming session.

Benefits of this technique:

- Reduces pressure and inhibitions.
- Focusing on bad ideas can make the brainstorming process more enjoyable and less intimidating.

- Encourages divergent thinking and helps participants think outside the box and consider unconventional solutions.
- Identifies potential pitfalls; by exploring the worst ideas, you can uncover potential problems or areas that need to be addressed.
- Sparks creativity as the act of exploring the negative can lead to unique and innovative solutions.