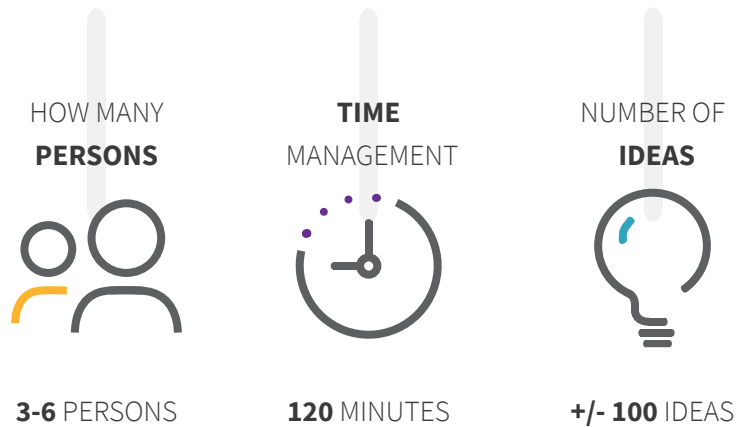


Template
Flower
association

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Generating ideas through **association**



INTRODUCTION FLOWER ASSOCIATION

The flower association is one of the many creative techniques out there for generating ideas. It is one of the few creative techniques that can be applied to any problem. The flower association is a useful brainstorming technique, which is slightly more difficult than other techniques. It allows the group to distance themselves from the problem. With this technique, the HMW question (How Might We ...) works towards a word that has nothing to do with the question and the problem. So that new ideas arise from there.

Creative techniques ensure that a problem is considered outside a fixed thinking pattern. By using a creative technique, a problem can be viewed differently for which solutions are devised. In this way they provide new creative ideas.

Executing the Method

- HMW-question**

Create a group of at least 3 people for this brainstorming session. Formulate the problem together in a problem question according to the HMW principle. Write the question on a flip chart or a large sheet of paper (minimum A3 format).
- Keyword**

Provide a second flap-over / large sheet of paper (minimum A3 format). Choose the keyword from the problem question together. Put this word in the middle of the paper.
- Associate**

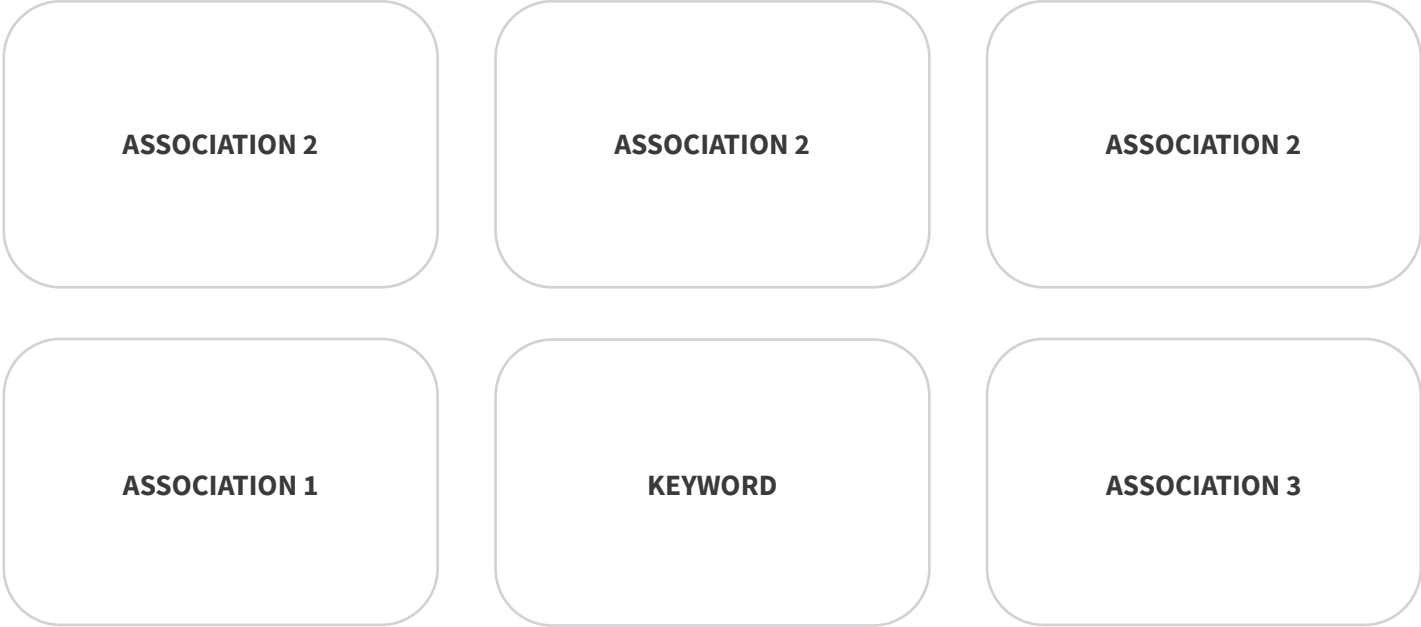
All participants come up with and name all possible associations with the word from the problem question. Separate the associations as petals around the word.
- Continue associating**

Then the words in the first petals are used as a starting point for making new associations around the words from the first petals and associate. Place the associations above the corresponding words. Do this as long as the group is willing and able to make new associations. You can also choose to choose a word from the first petals and make new associations on this word alone. To do this, take a new sheet of paper and place the chosen word in the middle, associate again. Choose a word from that, place on a new sheet and associate again etc.
- Come up with solutions**

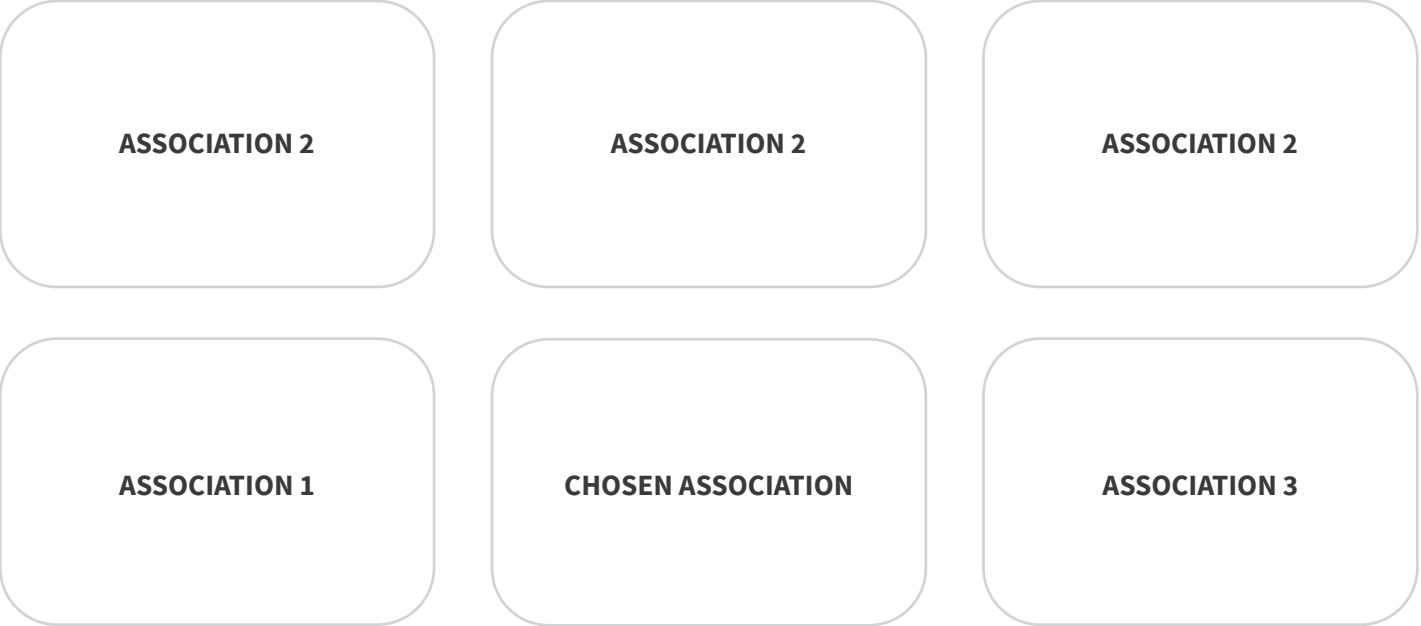
Then choose one word that is far from the problem question and has little to do with concepts from the HMW question. Place the chosen word in the HMW question. The chosen word serves as inspiration for new solutions and provides new ideas in answer to the problem question. Write down all ideas on post-its and place them under the HMW question.
- Generate Ideas**

If necessary, take other words from the flower association that are far from the problem question. Place these in the problem question and generate as many ideas as possible. Do this until few new ideas emerge from the group. Write down all new ideas on post-its and also place these under the HMW question.

Template



1.



2.

