iDeer in the Headlights

ARE YOU GAME?

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IT & Digital Services

iDeer

Ideation
Design
Engagement
Empowerment
Realisation
Step 1 – Pick a Team

Make a team of 2 – 3 people YOU DO NOT KNOW.

Step 2 – Set up your game.

Up to 6 teams can play each game. Come and get a game.

Set out the playing board and lay out the Strategy cards and the three groups of Ideator cards in their allocated spots (remember to shuffle each pile!). Give each team participating in the game a pen and pad to write on, and a Results Card.
Step 3 – Decide which problem to solve

Have a player from your team select a card from the **Strategy** cards pile. With your team, decide on a **single objective** you want to achieve. This will be your problem to solve.

![Diagram](image)

Step 4 – Get guidance from ideators

Pick up three **ideator** cards – one from each pile. You may exchange one card if you are dissatisfied with the selection (place the exchanged card at the bottom of corresponding pile). Note that you only have 5 seconds to decide on which card to replace.
Step 5 – 5 minutes for crazy ideas

Each group will get 5 minutes to come up with a solution to the problem they have chosen to solve. You must use the ideator cards in your solution. Use the pen and pad to write down and develop all ideas before choosing one and finalising the idea on the Results Card.

Step 6 – Pitch Back to Us

After 5 minutes is up each group will have 2 minutes to pitch their idea to the other teams.
Step 7 – Vote!

After each team has pitched their idea everyone will vote on what they think is the most successful idea, which in turn will lead to the winning group of the game.

The winners will then get to decide who should be responsible for implementing their idea!

THE END

Keep the game.

Provide feedback to Digital Strategy & Innovation by emailing: ITDS-DSI-All
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