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iDeer in the Headlights



ARE YOU GAME?

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iDeer

- Ideation
- Design
- Engagement
- Empowerment
- Realisation



Step 1 – Pick a Team



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



<http://static1.squarespace.com/static/54c6abc2e4b0757c9b7a16e2/t/5502d959e4b0c6d6affce14/1426250076245/people.jpg?format=1500w>

Step 2 – Set up your game.



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

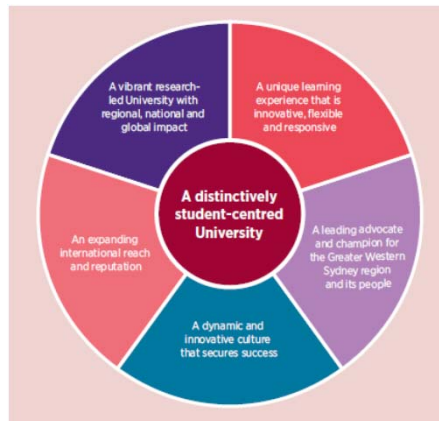
Set out the playing board and lay out the **Strategy** cards and the three groups of **Ideator** cards in their allocated spots (remember to shuffle each pile!). Give each team participating in the game a pen and pad to write on, and a Results Card.



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.



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**.

An ideator card template with a red border. At the top is a logo with a deer and the word "ideer". Below the logo are three sections for writing:
The strategic objective we are working towards is:

The objective we want to achieve is:

We will achieve this by:

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
Cc: Dion Strasiotto



