

the **SPROUT FUND**

presents

IDEA ROUND UP



WANTED!

IDEAS

with our partner
**ALPHA CHIMP
STUDIO**

SAT.

SEPT. 9
TEN BUCKS
(INCLUDES LUNCH)

ENGAGE

2:00-6

**CAPA HIGH
SCHOOL
DOWNTOWN**

**9AM
to
4PM**

ROLL UP YOUR SLEEVES & BE A PART OF COMMUNITY CHANGE AT THIS DAY-LONG CIVIC ENGAGEMENT SYMPOSIUM



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The Idea Round-Up

At this one-day event, The Sprout Fund will engage creative young thinkers and regional leaders in a conversation that promotes new thinking about the topics that matter most to our community.

When & Where

Saturday, September 9, 2006
CAPA High School, 111 9th Street, Downtown
9 AM - 4 PM

Not Your Typical Civic Meeting

Participants will roll up their sleeves and be a part of community change at a daylong civic engagement symposium. We'll learn what's going on nationally in other cities, engage in panel discussions with regional leaders, and work in small design groups to generate as many brain-busting ideas as possible. All ideas will be welcome—the wacky, the way out, the illogical, the needed, the necessary, the fun, and the futuristic. The *Idea Round Up* promises to be a highly visual and highly interactive day with 20 local artists on hand to illustrate all the ideas generated.

Sprout will announce plans to release \$100,000 in funding to support projects that grow directly out of the ideas developed during this exciting collaborative design event.

The Sprout Fund's Vision

You are here, because you were meant to be here. You have some weird gene that infused you with the right amount of chutzpah and confidence to step up to this gig. The Sprout Fund was founded in order to give a boost to people like you: creative, eclectic, full of ideas, a little nuts.

In their own words: "Sprout engages and empowers young people, serving those who demonstrate the drive and the capacity to think creatively about their communities. They are the doers who have innovative ideas that have the potential to become initiatives that can affect real change in a community. They are artists, designers, entrepreneurs, students, professors, musicians, photographers, performers, outdoor adventurers, and writers. While they may not yet be well known or recognized, they are the emerging leaders of the region. They are as varied in their interests as they are diverse culturally, racially, and ethnically. They join networks—civic and professional—that surround them with people of like interests... They set trends, take action, and influence the perceptions of others."

This event is a major investment by Sprout and its partners to give those emerging leaders (once again, this means YOU!) a forum to bring forth a massive number of concepts that this city needs to bring to life.

More at: <http://www.engagepittsburgh.org>



Engage Pittsburgh's Mission

The Idea Round Up is the launch event for The Sprout Fund's *Engage Pittsburgh 2006* initiative.

Engage Pittsburgh 2006 will produce a community blueprint and involve citizens in developing ideas and implementing projects that will achieve positive regional change and broad-based community goals. By combining dialogue with dedicated funding projects, Engage Pittsburgh 2006 promises to be like no other civic initiative to date. Lead support for Engage Pittsburgh 2006 is provided by the Claude Worthington Benedum Foundation and the Richard King Mellon Foundation.

Deliverable for the Event

During this event, 20 groups of 20 participants will be parallel processing to create hundreds of ideas.

The results will be distilled into a portfolio of concepts that Sprout will use to generate RFPs to inspire community projects reflected in these community-generated ideas.

All the ideas will be accessible via a web-based database that other community groups, civic organizations, clubs, individuals, and foundations can use to inspire additional projects.

[PUT DIAGRAM HERE: Idea generation, concepts, reports, panels, concepts, RFP]



What Makes You So Important, Anyway?

The Moderator's Dilemma. Keeping things moving while encouraging wild ideas.

Your role is not to manage people (too unpredictable!) but to manage the things we can control: Time, Energy and The Process.

Life at the Front of the Room. Here are some skills for staying focused and having fun in the face of grumpiness.

Authenticity. Be yourself: serious or silly, erudite or ironic—it doesn't matter. People can sense if the real you showed up that morning. You don't have to know any answers to any issues. Just know what happens next.

Attitude. You set the tone. If you're excited to be with these people, they'll feed off it. If you're nervous, that's OK, too. Just keep positive and ask for help if you need it: from the participants and from your team.

Awareness. Just like a top-notch waiter (or police officer), scan the room and take in everything without focusing on anything. Notice body language. Is someone scared, tired, bored or angry? Acknowledge it—if appropriate—without putting anyone on the spot. You can slow down or speed up to change the energy, or transition. ("I see some of us might be tired. Let's all stretch!")

Acknowledgement. Every suggestion or idea deserves a "Thanks!" or "Good one!" It's not your job to filter or judge yet. Just to catch everything the crowd pitches and hand it off to your graphic artist.

Remembering the Little Guy. A refresher on what participants are thinking and feeling during the process. If we look at our audience through the lens of *Winnie the Pooh*, here's whom we may see in the room...

Tigger: "Oo! Oo! I know! I know!"

Pooh: "Oh bother! When is lunch?"

Piglet: "I know what to do, but why should anyone listen to me?"

Owl: "I don't understand the question, but I know the answer!"

Eeyore: "Oh, well. No one ever listens to me. Nothing will ever change."

Idea Capture. It is a balancing act between getting it all vs. getting it well.

The Moderator and the Graphic Facilitator, together, are the Facilitation Team. The effectiveness of the process depends upon these two working in sync. As the group discussion and idea generation speeds up, there are 2 things to remember:

- **Ask. Listen. Repeat the statement.** This will give the scribe time to write.
- **Pace yourself.** Not too fast, not too slow, but juuuuuuust right.



10 Sure Fire Ways for the Facilitator to Kill the Brainstorming Process

- 1** Point out to people that you think their ideas are wrong, stupid or boring.
- 2** Constantly interject your own brilliant opinions.
[Please share ideas, but keep in mind: moderation is a good thing.]
- 3** Embarrass people who may have gotten “lost” in the discussion. [Eyerolling coupled with heavy sighing is *awesome* for this.]
- 4** Refuse to thank anyone for his or her contributions.
- 5** Waste time. Wander aimlessly.
- 6** Allow the bully, the class clown or Mr. Smarty-pants to dominate the conversation.
- 7** Start late, go too fast, and forget why you’re there and what you’re doing.
- 8** Trash the process and kick it freestyle.
- 9** Scream, pout, intimidate or forbid to let anyone go to the bathroom.
- 10** Refuse to have fun.



Brainstorming Rules

NOTE: The day of the event, each artist should create a large version of this by hand in your classroom...

- ✓ Think big.
- ✓ Encourage wild ideas.
- ✓ Build on the ideas of others.
- ✓ Defer judgment.
- ✓ One conversation at a time.
- ✓ Go for quantity. Not perfection.
- ✓ Have fun!

Adapted from IDEOs Brainstorming Rules
<http://www.fastcompany.com/articles/2001/03/kelley.html>



Ready, Steady, Go!

Before the Big Day

Get rest; go to bed at a decent hour—people are dependent upon you to set the tone and energy for the day! Eat breakfast; wear comfortable shoes and STAY HYDRATED! Bringing your own water bottle is a great idea.

Morning Of the Big Day

Each Facilitation Team (1 moderator + 1 graphic facilitator) is responsible for checking their classroom. Make sure that you have:

- Set chairs for 20 participants
- Created a BIG version of the “Brainstorming Rules”
- Drawn the “Agenda” (see below)
- Flipchart paper taped up on the walls

Agenda

7:30 – 8:30AM	Facilitation Team Member Arrival
8:30 – 9:00AM	Participant Registration
9:00 – 11:00AM	Ideation Session
11:00 – 1:15PM	Lunch/Panel Discussion/Report Outs
1:15 – 2:45PM	Concept Development Session
2:45 – 4:00PM	Keynote/Prize Pig/Celebration
4:00 – 6:00PM	Jazz Happy Hour @ Dowe's on 9th

Sanity in the Storm

What to do when things go wrong (and, oh yes, they will go “wrong”!)

In general, it is very difficult for humans to be happy and creative if their physical and emotional needs are not being met. Here are the top danger signs:

Hungry. When’s lunch? Let the participants know that they will be fed, and that the day is a packed one. Maintain your own energy and *get your group to their destinations on time.*

Angry. This emotional state comes in many gradients: bored, apathetic, sulking, seething, argumentative and furious. It is NOT good to try and defend or solve any perceived issues, but to write them down. If someone gets a little too hot under the collar, treat all participants with utmost respect and professionalism. Ask them to do the same to others. Make sure and retain a good sense of humor and don’t take things personally. As George Carlin said, “Don’t sweat the petty things and don’t pet the sweaty things”

Lost. When a group or individual gets disoriented in the process, it saps them of a will to continue. Often this may be expressed by one person, but felt by everyone. If this happens: stop, revisit the agenda, review the deliverables for the day, glance at the Brainstorming Rules, reorient, and keep moving.

Tired. This process is fast and furious. Often, just taking a 2-minute break in the action to check in with the group and stretch for a moment will help rejuvenate the crowd.



Ideation Session: Moderator's Agenda

9:00 AM-9:10 AM **Introduction**

- **Loudspeaker welcome to everyone!** And a big Thank You!
- **Introduce your facilitation team.** Explain your role. Let everyone know that they will have time to introduce themselves soon. Walk everyone through the outline of the day.
- **Remind them of the Goal:**
"To come up with inspired ideas for projects that should happen in Pittsburgh."
- **Go over Brainstorming Rules:**
 - ✓ Think big.
 - ✓ Encourage wild ideas.
 - ✓ Build on the ideas of others.
 - ✓ Defer judgment.
 - ✓ One conversation at a time.
 - ✓ Go for quantity.
 - ✓ Have fun!

9:10 – 9:30 AM **I Wish Statements**

- Set a timer or timekeeper
- Introduce the Exercise
- Encourage participants to share "I wish" statements
- Work with artist to create lists of wishes
- Provide categories if group momentum gets stuck
- GOAL: 30-60 wishes

9:30 – 9:45 AM **Idea Clustering**

- Thank everyone for their participation
- Have the group look at list of wishes
- Ask them to identify clusters of ideas
- Identify 4 topic areas for concept generation

9:45– 10:30 AM **Draft Concept Generation**

- Have participants form 4 discussion groups
- Give each group the "Wishes" identified as part of that topic area.
- Ask them to begin to develop "**What if...**" concepts
- Give groups mandate to draft one or more concepts. They should address: Who is the target audience? What is the event/project? How would it work/look? What need would it serve? What are some of the details?
- Instruct the groups to give their concepts a clever nickname, and put their own names on the flip chart.

10:30 – 11:00 AM Report Out

- Have each discussion group bring their work to the front of the room to share their concepts.
- As each group reports, the artist should capture the concept visually on a blank flip chart.
- The illustration should be large and bold.
- It can be as literal or as abstract as the artist feels, but it should be memorable.
- Quality is not as important as speed.
- When each report is finished the drawing should be too!



above: Graphic Facilitator Sue Shea captures a concept while a team member reports out.

Tips For Graphic Capture

- Write in ALL CAPS.
- Use BLOCK LETTERS.
- Use icons/symbols.
- Use color for accent and framing.
- Shoot for capturing the essence, not perfection.
- Spell check later.
- Bring your personal artistic style.
- Have a blast!



Ideation Session: “I Wish...” Exercise

Time: 9:10 – 9:30 AM

Description: As a large group of 20, have participants declare what they wish to see in the region.

STEP 1: Set a timer or appoint a timekeeper.

STEP 2: Introduce the exercise (“This is a rapid-fire brainstorming session. For the next 20 minutes, we are going to come up with a ton of ideas for Pittsburgh and beyond. In order to help us get into the proper frame of mind, we are going to throw out ‘I Wish’ statements.”) Examples:

- “I wish there were bike racks at every public building and school!”
- “I wish there were more places for children to play!”
- “I wish there were fireworks every night!”

STEP 3: The artist’s job is to capture these in a big list. Each “wish” gets a number. Using the examples above, the list should look something like this:



If things are going really quickly, please jump in to help. The scribe can mark ideas with numbers (23, 24, 25, etc.) and the moderator with letters (A, B, C... AA, BB, CC, etc.).

STEP 4: If the group gets stuck or momentum dies down, give them categories. You can easily spend 2-3 minutes per category group. Suggest them as needed:

WHAT?	WHERE?	WHO?
Competitions & Contests	Allegheny County	Kids
Environment	City neighborhoods	Youth
Music	Downtown	Young Adults
Outdoor Activities	Indoor	Singles
Parks & Green Spaces	On-line	Couples
Performance & Theater	Outdoor	Mature (55+)
Public Art & Sculpture	Rivers	African-American
Sports & Games	School/Campus	Women and Minorities
Visual Arts	Surrounding Areas	Visitors/Tourists

Ideation Session #1: Idea Clustering

Time: 9:30 – 9:45 AM

Description: Optimize the list of ideas into logical groupings.



- Thank everyone for their participation
- Have group look at list of wishes
- Ask them to identify clusters of ideas
- Identify 4 topic areas for concept generation

Although it is best to let the participants self-select, if you run out of time, then as the Moderator, assign groups to topics.

Ideation Session: Draft Concept Generation

Time: 9:45 – 10:30 AM

Description: Create sketches and description for concepts to be reported out.

1. Have participants form 4 discussion groups

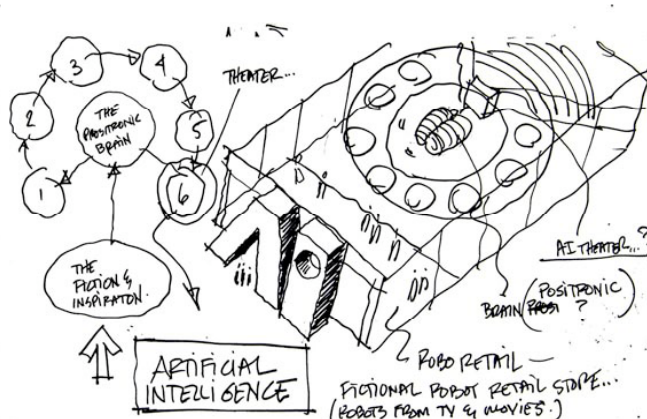
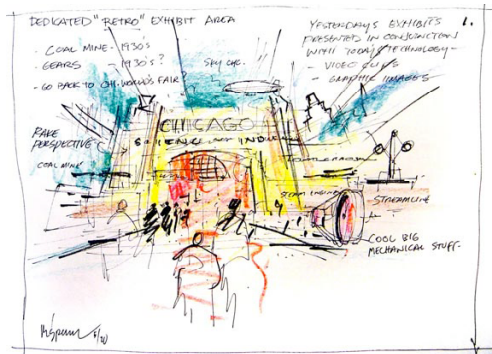
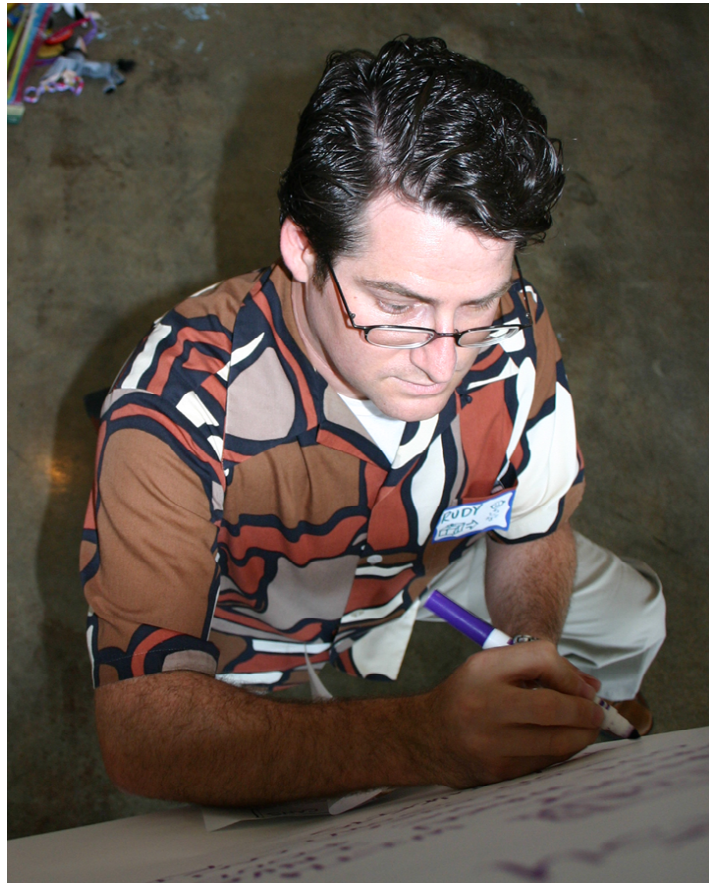
2. Give each group the “Wishes” identified as part of that topic area.

3. Ask them to develop “What If...” concepts

4. Give groups a mandate to draft one or more concepts.
They should address:

- Who is the target audience?
- What is the event/project?
- How would it work/look? What need would it serve?
- What are some of the details?

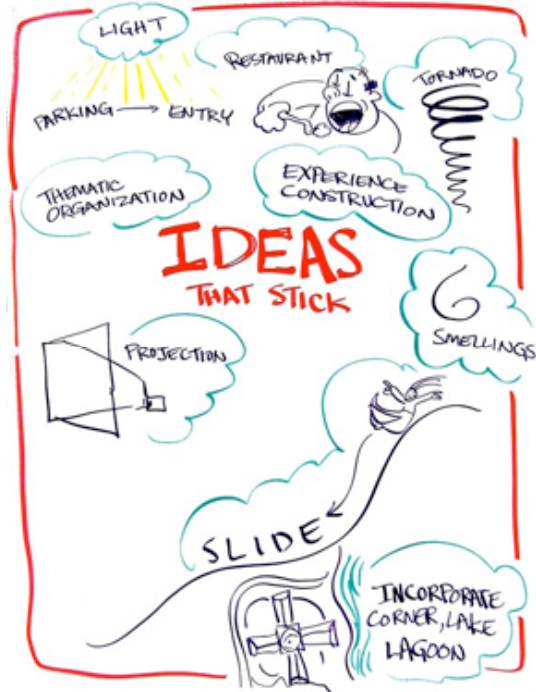
5. Instruct the groups to give their concepts a clever nickname, and put their names on the flip chart.



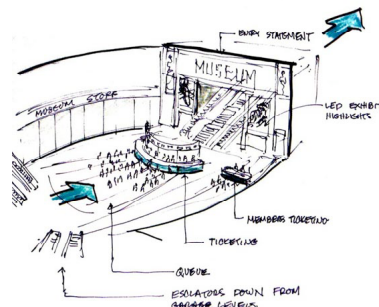
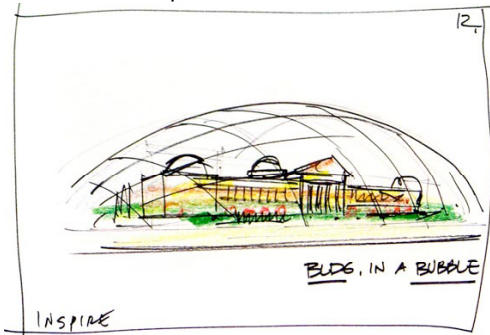
Ideation Session: Report Out

Time: 10:30– 11:00 AM

Description: Share concepts with the group and prepare for mid-day reports.



- Have each discussion group bring their work to the front of the room to share their concepts.
- As each group reports, the artist should finish capturing the concept visually on a blank flip chart.
- The illustration should be large and bold.
- It can be as literal or as abstract as the artist feels, but it should be memorable.
- Quality is not as important as speed.
- When each report is finished the drawing should be, too!



At 11:00 AM, Lead your group to the next location!

Mid-Day Reports, Panels & Lunch

Each classroom will join a “metagroup” of 6-7 other classrooms. This will be designated on the participant nametags. Each metagroup will participate in a series of sessions:



Lunch
in the cafeteria



Report Out
the morning's work
in the Auditorium



Panel Discussion
in either the orchestra
or choral room

**Please join your group for the activities.
Doing so will prepare you for the afternoon session.**

Concept Development Session

Time: 1:15 – 2:45 PM

Description: Share concepts with the group and prepare for mid-day reports.



Team #:	
Code Name:	
	A catchy, fun, memorable 'working name' for your idea ('Cute counts')
Who worked on this idea?	
What is the idea?	
You may take the words right off the flip chart if you wish, or write a new definition	
How would the idea work?	
Say more about it in words, pictures or both	
• Features • Functions • Components • Designs • Details • Descriptions	
Pluses:	
Benefits for different audiences	+
	+
	+
Concerns:	
Issues, gaps, problems yet to be resolved	-
	-
	-

After the lunchtime report out (auditorium) and panel discussions (orchestra/choral rooms), the groups take their work back to their original classroom. The task now is to develop more concrete concepts based on the morning's work:

STEP 1: Looking at all the input from the morning, what are the top 5-10 concepts that require development? The moderator leads a discussion to identify and record the group's decisions.

STEP 2: Ask the participants to "Vote with their Feet" and take concepts off to be developed into a full Concept Sheet. Each team should give the concept a catchy, fun, memorable 'nickname' for the idea... make it memorable!

STEP 3: Participants should work in groups of no less than 2 and no more than 5 people. Once a concept is generated, it should be described it to the Graphic Facilitator for visual rendering. There is no limit to the number of concepts that the team should develop; if a group finishes, they should select another.

STEP 4: Before the final assembly (auditorium), the entire group should look at the total pool of concepts and vote on a "Prize Pig". This should be the idea that the group would most like to see happen in Pittsburgh. Select a member of the group to present it to all.



Additional Resources

1. **Brainstorming Questions.** You don't have to know the answer or find the solution. Listening questions do the following:

- Clarify meanings.
- Learn about others thoughts, feelings, and wants.
- Encourage elaboration.
- Encourage discovery.
- Gather more facts and details.

Active listening means that you:

- Do not assume you know what people mean;
- Ask for clarification only;
- Check your tone for sincerity;
- Ask open-ended questions that allow for a variety of responses;
- Show interest in the speaker;
- Refrain from giving advice.

2. **IDEOs Brainstorming Rules.**
<http://www.fastcompany.com/articles/2001/03/kelley.html>
3. **Six Surefire Ways to Kill a Brainstorm.**
<http://www.fastcompany.com/articles/2001/03/kelley2.html>
4. **3 Hat Thinking.** The black (critical), the yellow (positive) and the green (creative).
http://www.valuebasedmanagement.net/methods_bono_six_thinking_hats.html
5. **The Center for Graphic Facilitation.** On-line resource for visual learners.
<http://www.graphicfacilitation.com>
6. **The Facilitator's Library.** Books, articles and such.

The Ten Faces of Innovation : IDEO's Strategies for Defeating the Devil's Advocate and Driving Creativity Throughout Your Organization by Tom Kelly

The Mind Map Book by Tony Buzan

Visual Thinking: Tools for Mapping Your Ideas
by Nancy Margulies, Christine Valenza

Beyond Bullet Points: Using Microsoft PowerPoint to Create Presentations that Inform, Motivate, and Inspire by Cliff Atkinson

Scientific American's Quarterly on the Mind



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