



## MATURE YOUR IDEAS<sup>1</sup>

### 1. Short Description

*Mature Your Ideas* can help you select the most promising ideas, by maturing and refining them. This method is a structured and a solution-oriented way to build on ideas that at first appear compelling after a brainstorming session. This method evaluates the strengths of the ideas and suggests solutions to the challenges that these ideas may have. This is similar to SWOT but not entirely the same.

### 2. When to use this method?

Use it straight after a brainstorming activity to work with the stock of the generated ideas.

### 3. How to use this method?

#### A. Brief explanation

This method can be used as a group or individual activity. If using it as a group activity, divide the whole group into several sub-groups of four or three participants to work on one idea only and all four categories of strengths, potentials, challenges and solutions relating to this one idea. Each sub-group will work on a different idea. Alternatively, all the sub-groups can work on the same idea, but only focus on one of the categories of strengths, potentials, challenges and solutions.

If this is an individual activity, each participant can work in silence and then share their ideas to the group. You can then collect all the ideas and present them visually on a flipchart, or after the event collate it in a document which you share with the participants. Remember to emphasise the solutions so that the ideas become stronger and more viable.

#### B. Detailed Step-by-step guide

- Choose an idea that you would like to develop from your brainstorming session.
- Strengths: Write at least three strengths of the idea.
- Potentials: Write at least three suggestions on effects that the idea could help create.
- Challenges: Think about the challenges you foresee related to the idea. When writing the challenges, you can formulate them as development questions. If the challenge is that the idea is too costly, a development question could be "How can we mobilize more resources?"
- Solutions: Brainstorm on how the challenges can be overcome. That is how the idea can be improved. Once you have completed the process, you are left with a stronger idea that could look quite different from when you began.

### 4. Template

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<sup>1</sup> Adapted from [www.mind-lab.dk](http://www.mind-lab.dk)



**STRENGTHS**

**POTENTIALS**

**CHALLENGES**

**SOLUTIONS**

## REFERENCES

Mindlab. 2018. "Methods." <http://mind-lab.dk/en/methods>.