



What's a Metal Bucket?

A Creativity Challenge

Here is an interesting challenge. The focus is about planning out a structured idea generation and about getting teams of students to think before they start trying to solve a problem challenge.

Our challenge today is a simple one. I need you to generate ideas for how we can use metal buckets. I have a friend whose metal bucket factory has made too many metal buckets, and she needs some new markets for her oversupply. Your challenge in the next 15-20 minutes is to generate some new application ideas for my friend to think about. Let's begin to list our raw ideas now!"

Task 1: Generate a minimum of 10 new ideas

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Task 2 - Structural Thinking - Structural thinking is not how you can use something, but what are the characteristics of a product. This will be a KEY SKILL you will need to have success in Tech Expo. I listed 3, you list 7 more characteristics:

- Similar shape
- Known Size
- Color
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Task 2: Characteristic Evaluation

- After this “characteristics evaluation”, we can develop a series of application suggestions for each characteristic - resulting in a broad and deep matrix of applications.
- In an example, let's look at one characteristic - “The Ability To Stack”. Based upon that one characteristic, NOW list 10 applications for metal buckets when you can stack them.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Some of these applications you may instantly recognize, and some may seem quite unusual. The point is that the characteristics-evaluation orders thinking so that new idea generation can be focused deep along one line of reasoning—“ability to stack the bricks.” This kind of idea generation can be duplicated for each identified characteristic and will result in many more ideas generated by you—a broad and deep compilation of ideas.

YOUR TURN (60-Second Elevator Pitch)

You and your team will present a 60-second elevator pitch on your top 10 unique ideas how you believe metal buckets can be used in the Frederick Area;

SAMPLE ELEVATOR SPEECH OUTLINE - Post your elevator pitch in the Schoology Discussion Board

These 8 speech topics will help to write a carefully planned and prepared presentation that grabs attention and says a lot in a few words.

- Talk ABOUT YOU & your team.
- Smile at your counterpart, and open with a statement or question that grabs attention: a hook that prompts your listener to ask questions.
- Tell who you are: describe you and your company.
- Tell what you do and show enthusiasm.
- WHAT DO YOU OFFER Tell what problems have been solved or contributions you have made.

- Offer a vivid example.
- WHAT ARE THE BENEFITS
- Tell what very special service, product or solutions you can offer him or her.
- What are the advantages of working with you? In what ways do you differ from competitive companies?