

Spontaneous Problem: New Slogan

- A. When the team enters the room, tell them, "This is a **Verbal** problem. In an actual tournament you would have one minute to select five team members to compete. The others could leave or stay to watch, sitting in seats away from the table. If they stayed in the room, they could not assist in solving the problem and could not talk at ANY time."

Note To Judge: All team members can participate in the Spontaneous Fair.

B. JUDGE READS TO TEAM:

1. You will have 2 minutes to think and discuss, and 4 minutes to respond. You may ask questions at any time, however, time will continue. You may not talk to each other at any time.
2. Once the time begins, it will not be stopped. If the judge asks you to repeat a response, to clarify, or to give another response, time will continue. Speak loudly and clearly.
3. Your team is to take turns by flipping cards. You may not skip your turn or repeat or pass. If one member of the team is stuck, the team is stuck. A judge will flip over the first card of the deck on the table. Each team member is sitting at a numbered seat. Whenever the flipped card matches the number of the team member, it is his or her turn. After the team member responds, he or she will flip over the next card in the deck and that team member will respond. The cards are shuffled into a random order and if your team reaches the bottom of the deck time will stop.
4. You will receive 3 points for each common answer. You will receive 5 points for every answer that is creative or humorous. This is the decision of the judges, and the judges' decisions are final.
5. On the table is a picture of new products from a local distributor. Your job is to come up with a new slogan for one of the items. On your turn, you must name the product and its new slogan. Your problem is to:
 - a) Name the product.
 - b) Give a slogan.For example, you might say: "Drip, Drop, taste the rain!"
6. Once again, **you must name the product and its new slogan.**

C. FOR JUDGES ONLY

1. Examples of common responses might include:

"... our bees go bzzzzz."

"... This sand is straight from the beach"
2. Examples of somewhat creative responses might include:

"... This sand is your sand, this sand is my sand."

"...Be careful around your friends, this air may cause gas."

Team Copy

1. You will have 2 minutes to think and discuss, and 5 minutes to respond. You may ask questions at any time, however, time will continue.
2. Once the time begins, it will not be stopped. If the judge asks you to repeat a response, to clarify, or to give another response, time will continue. Speak loudly and clearly.
3. Your team is to take turns by flipping cards. You may not skip your turn or repeat or pass. If one member of the team is stuck, the team is stuck. A judge will flip over the first card of the deck on the table. Each team member is sitting at a numbered seat. Whenever the flipped card matches the number of the team member, it is his or her turn. After the team member responds, he or she will flip over the next card in the deck and that team member will respond. The cards are shuffled into a random order and if your team reaches the bottom of the deck time will stop.
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 - c) Name the product.
 - d) Give a slogan.For example, you might say: "Drip, Drop, taste the rain!"

Notes for Coaches

"Day Planner": topics of discussion and observations. Two tools for sparking creative thoughts: Scamper and Database

SCAMPER:

Substitute, Combine, Alter, Modify, "Put", Eliminate, Reverse

This can be applied to words and/or objects! For example:

Substitute the *sound* for the word.

Air/silence

Combine with an adjective

Active Air, Buzzing bees

Alter the concept:

Instead of a slogan try a jingle

Modify: Magnify or "Minify".

Maybe Cafeteria leftovers are great

Put it in a new context or a different place

Try selling it to a particular audience

Eliminate: Get rid of the idea of jars and use a new container

If you buy right now will we super size your order

Reverse: Say this was our original slogan but it was passed over because it was taken

Breath of fresh air

"Database"

Everyone has their area of special interest or knowledge. Perhaps you know all of the Pokeman characters, or lots of measuring devices, a car model for every letter of the alphabet.... Try to match a problem component with your personal database....It can often lead to putting two ideas together that would have never otherwise touched! Do you play a musical instrument? Perhaps the natives of a planet communicate with the sounds of the harp, sax, flute, and tuba! Each group of natives hosts a congress on a day of the week which honors their sound.

Observations:

The number of responses may vary considerably for this problem, just a couple to finishing the deck. Team members should take time to consider whether they should take a little more time to think of a creative answer, or to quickly give an answer and continue thinking of a creative response for their next turn. Remember that you only have a limited amount of time and answers.

When practicing for Spontaneous, it can be valuable to first discuss what answers seem obvious or common. Then ask team members to each come up with a set number of answers they believe to be creative.

Another question that came up today: **How do you judge "teamwork"?**

The following paraphrases a 1997 email from Sam Wilson; I find it useful.

When evaluating teamwork, ask yourself these questions:

Did the team approach the problem with enthusiasm and cheerfulness?

Was every team member listened to and fully involved in developing a solution?

If there was a team leader, did he or she solicit ideas, build consensus and encourage the team?

Did the team manage their time well?

Did the team manage their materials well?

Did anyone speak angrily to a teammate or use profanity?

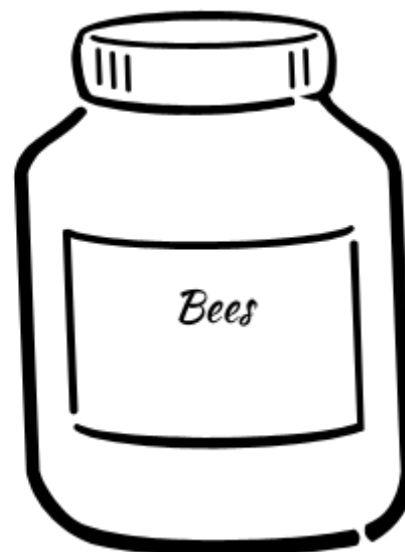
Was anyone ignored or did a team member choose not to participate?

Did any team member try to impose their solution on the team?

Did the team use up or waste materials prior to planning or testing a solution?

Did the team become flustered and panic as time ran out?

If scoring from 1-50 for teamwork, start with a score of 25. Add (+5) for a "yes" to any of the first group of questions, subtract (-5) for a "yes" to any of the second group of questions. Scoring is subjective and you should adjust according to your sense of how strongly you feel the team did or did not exemplify teamwork.



Spontaneous Scoring: New Slogan Common: 3 point	Spontaneous Scoring: New Slogan Common: 3 point
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