

Project: Idea Tree Tool

Instructional Designer: Juliana Zanotto










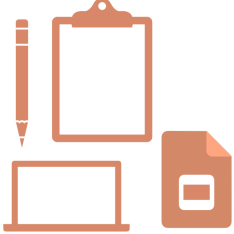
SME: Dan Stokols









Objective: Create microlearning video teaching the idea tree tool (why, what, how)




Audience: Anyone leading or facilitating brainstorming sessions live or remotely

Production time: One week

Tools: Camtasia + Keynote

Scene/ Slide	Content/objective	Text	Visual	File
1	Video title	Idea tree: A tool for brainstorming ideas in cross-disciplinary teams	Idea tree icon (gif)	
2	Questions - boring	Are you bored of traditional, unstructured brainstorming?	Illustration bored	
3	Questions - do not deliver	Do you feel like brainstorming session do not deliver on their promise?	Illustration target	
4	Questions - collaboration	Is it especially difficult to generate idea in cross-disciplinary teams?	Illustration team	
5	Questions - remote	Is brainstorming harder when working remotely?	Illustration online meeting	
6	Introduce Idea Tree	The Idea Tree can help!	Idea Tree icon (gif)	
7	Benefits - easy	It is easy!	Idea Tree icon	
8	Benefits - fun	It is fun!	Idea Tree icon	
9	Benefits - effective	It is effective!	Idea Tree icon	
10	Material needed	When working in an office, you will need: pen + paper When working remotely, you will need: virtual meeting tool (zoom, teams) + Google slides	Icons: pen, paper, zoom meeting, google slides	
11	How - 3 steps	The exercise is completed in 3 steps	Large number	
12	Step 1	step 1	Large number	

Scene/ Slide	Content/objective	Text	Visual	File
13	Step 1	Each participant gets a piece of paper (or slide) and write their initial ideas at the top of the page.,	Illustration writing	
14	Step 1	They should avoid being too self-critical. Ideas may be preliminary or provocative.	Illustration writing	
15	Step 1 - timing	Give participants about 4 minutes to complete step 1.	Clock icon	
16	Step 2	step 2	Large number	
17	Step 2	Each participant passes their page to the person sitting next to them.	Illustration team work	
18	Step 2	If working remotely, each person moves to the next slide below theirs.	Illustration team work	
19	Step 2	They should write a brief reaction to the ideas they received from their colleague before passing the page around again.	Illustration team work	
20	Step 2 - timing	Give participants about 4 minutes to annotated each page.	Clock icon	
21	Step 3	step 3	Large number	
22	Step 3	After the pages have been reviewed and annotated by all participants, they are returned to the individuals who wrote the initial entry.	Illustration writing	
23	Step 3	Every participant now has a page/slide containing several elaborations of their initial idea from the viewpoint of other participants.	Illustration writing	

Scene/ Slide	Content/objective	Text	Visual	File
24	Step 3	Each completed page reflects a branch of the overall idea tree created by the group as a whole.	Illustration writing	
25	Total timing	For groups of up to 10 participants, the exercise can be completed in less than one hour.	Clock icon	
26	Closing	Give it a try and start planting your idea tree!	Idea Tree icon	
27	Sources	Sources: Content: Idea tree: A tool for brainstorming ideas in cross-disciplinary teams By Dan Stokols, Maritza Salazar, Gary M. Olson, and Judith S. Olson March 12, 2019 Integration and Implementation Insight: https://i2insights.org/2019/03/12/idea-tree-brainstorming-tool/ Images: https://storyset.com/		

Audio: music (from library): asimpleway

Color palette:

