**Daily Lesson Plan - IDEO Deep Dive video**

Week 1

Day \_\_\_\_\_ - IDEO Deep Dive video and brainstorming

Materials Needed:

The Deep Dive - ABC NIghtline IDEO shopping cart <https://youtu.be/M66ZU2PCIcM>

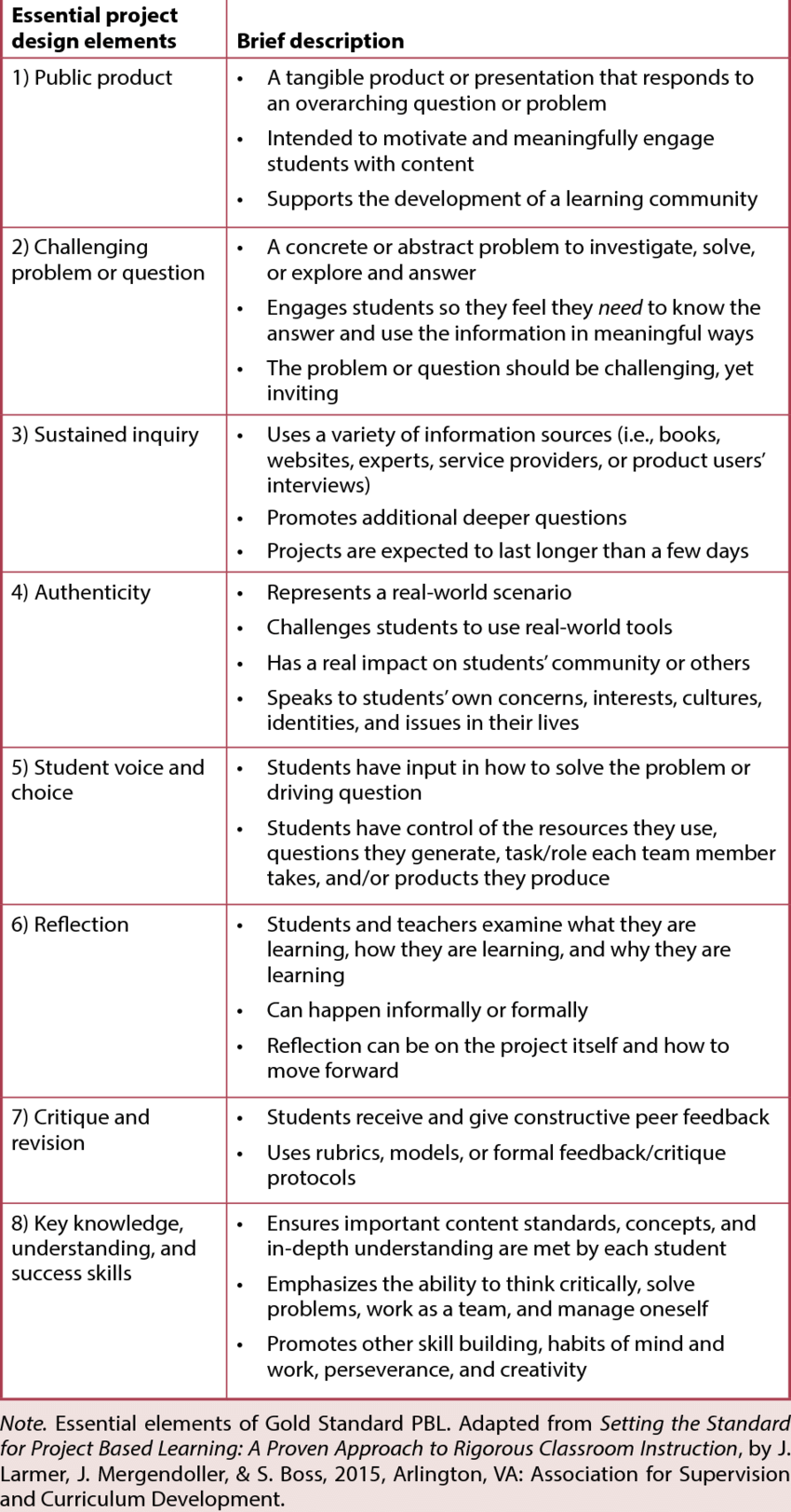
Flip chart paper with markers (for teams)

“Sticky notes” for brainstorming distributed among all members of the class.

Computer with access to Internet

Length of Lesson:1 day

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| **Minutes** | **Activity** |
| Introduction  5 minutes | As you know, we are preparing our service project.  One important component of any project is “voice and choice.” Allowing everyone to have a voice is an important part of who we are as a Career Association. I’ve found that watching this video can help students understand how to brainstorm and be open to all sorts of ideas. So as you watch, look at some ways they make sure everyone has a voice in reinventing the shopping cart. |
| IDEO video  8:12 minutes | Watch IDEO Deep Dive video  <https://youtu.be/M66ZU2PCIcM>  You may need to discuss that this is an old video, when shopping carts looked differently (for example there was only one location where kids would ride in the cart (the basket) |
| Class Discussion  - about 20 minutes | You may wish to have someone record student ideas on a flip chart. Whether you choose to do this formally or informally, the goal is that everyone agrees upon some classroom “rules” or guidelines for working as a team.  **Question to facilitate brainstorming rules**   * How do you know they listened to each other? * What are some ways they made sure everyone had a voice? * What were some “rules” they follow as a company when brainstorming to get the best ideas? * They didn’t just talk. How did they research the problem?   *Here are some notes from the video:*  No hierarchy  They don’t assume they know the best issues. They find real experts and talk to them (go outside the office)  One conversation at a time  Stay focused on the topic  Encourage Wild Ideas  Defer judgement  Build on the ideas of others  Use a bell if someone gets critical and tries to shut down an idea  Focused chaos  trial and error succeeds over the planning of the lone genius  Each team has a need area  Work under time constraints - have a timeline  Combine ideas and make it one  Fail often in order to succeed sooner  COST was a factor  Chaos can be constructive  Celebrate success  Even at the end was asking experts what could be done differently |
| Review/ Preview | Today we learned how to brainstorm ideas. Tomorrow we are going to share some of those ideas with one another, following one guideline: *Give everyone a voice.* Describe the next day’s activity and how they will be using the brainstorming guidelines: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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