

# IDEATION IN GLOBAL TEAMS

U. Gayh, A. Gerber, B. Zevallos

## How to foster creativity in global digital collaboration?

### Challenge

- Problems with global footprint require strong international collaboration.
- Especially creative work for basic ideation suffers from missing options to meet in person.
- Problems related to water, climate, pollution etc. need strong contribution from developing countries with limited travelling opportunities.
- Pandemic became further limiting factor.

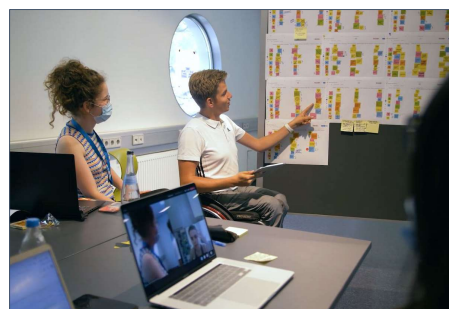
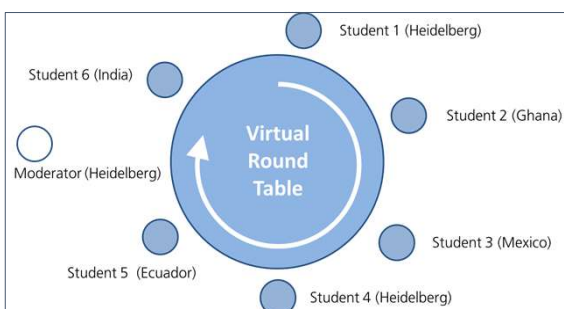


### I. Preparation

Give all team members in time a sound and inviting introduction to required basics, methods and the task.



SCAN ME



### II. Collaboration

Define precisely creative sessions in terms of methods, dramaturgy and communication.

### III. Development and Documentation

Let team members define their roles, supply state of the art media equipment and make sure there is plenty of sweets in all locations 😊

