

ROLL THE DICE

Roll the dice works well with groups of 4 to 10 people and is excellent for forcing unusual combinations for new products or services. It is good to divide into two competing teams in separate rooms. All the equipment needed is a flipchart and a dice.

You select three or four characteristics of the challenge and define six choices for each. For example say you wanted to create a new publication you might have the following parameters:

	Target	Medium	Promotion	Partner
1	Mothers	Newspaper	Radio Commercials	Local Hospital
2	Cyclists	Magazine	Direct Mail	Local Schools
3	Fishermen	Website	Email promotions	Major TV Station
4	Computer Nerds	TV Program	Billboard Advertising	Football Club
5	Wealthy Retired	Email Newsletter	Telephone Calling	Record Company
6	Foreign Visitors	Mailed Subscription	Phone Text Messages	Fast Food Chain

You then roll the dice four times. Say you roll 4, 4, 2, 6 the team has to conceive and design a plan for a TV program aimed at computer enthusiasts, promoted by direct mail and sponsored by or partnered with a fast food chain. They get 10 minutes to put together their plan and present it to the other team and the moderator. It is quite remarkable how combinations that initially look very unattractive can be moulded into interesting business propositions.

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