

**CONCEPT** Ideation is the creative process of generating new ideas, concepts or solutions to problems. It is a critical step in the innovation process, as it provides the raw materials for new products, services or processes. Ideation often involves brainstorming and other techniques for generating a high volume of diverse ideas, which can then be evaluated and refined through selection and prototyping. Successful ideation requires taking risks, challenging assumptions and exploring new possibilities, and collaborating effectively with others to build on and refine ideas. Ultimately, ideation is an essential component of the innovation process, helping businesses and organizations to stay competitive and create new value for their customers.



## BACKGROUND

Psychologists and educators began exploring how to foster creativity and innovation, with early theories emphasizing the importance of divergent thinking and the generation of many ideas. In the 1950s, brainstorming was introduced as a group ideation technique, which gained popularity in the business world to generate new ideas and solve problems. In the 1990s, design thinking emerged as a human-centered approach to ideation, emphasizing empathy and experimentation. Today, ideation remains a critical component of the innovation process, with businesses and organizations investing in various techniques and tools to foster creativity and generate new ideas.