



ingenuityOnline (IOL) Quick-start Guide

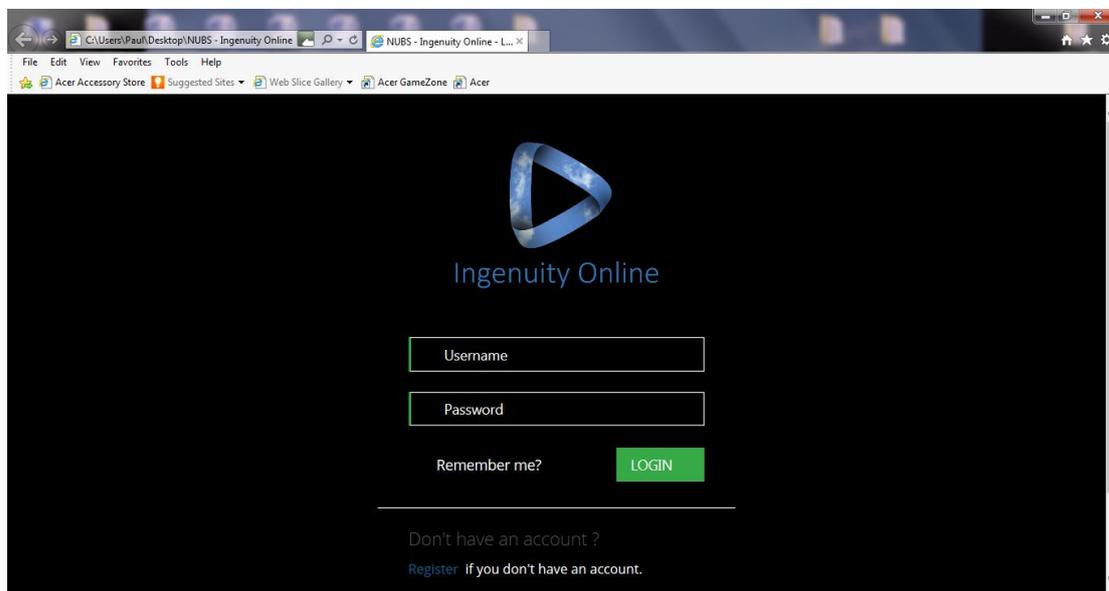
Where do new ideas come from? The short answer is that they come out of old ideas - whatever we can construct from the knowledge available to us: facts, techniques and concepts. **ingenuityOnline (IOL)** is a unique problem-solving platform to help you find the 'creative responses' that characterise entrepreneurial enterprise.

The **IOL** platform's technology allows the generation and organisation of the 'collective intelligence' of users quickly and efficiently. The method throughout is Socratic, posing questions and encouraging dialogue - all you have to do is engage with the process. Nothing is lost, no-one is ignored, everything is accessible from any connected device.

IOL encourages **you** to understand exactly what you mean and then create it for yourself. Whilst the platform includes functions which will be familiar from other social media its central purpose is not as a chat room, a search engine or an idea management platform - it is an idea **creation** platform that operates in the vague and unfocused chaos of upstream innovation.

Getting started with IOL:

go to ingenuityonline.com



Login with the username and password you have been given and you will see this dashboard:



Note that the dashboard will vary slightly depending on the device used; PC, laptop, tablet or mobile phone.

The dashboard allows you to explore current and past problem solving exercises.

The 'help' and 'video' buttons let you access full instructions on how to use the platform.

Your team's challenge will appear on or near the top of the challenge list. You may also see a red flagged message on the top of the dashboard inviting you to join that challenge.

Once you join your challenge you will be able to move through three different sections:

1. **Define** - follow the prompts to explore root causes and decide on priorities.
2. **Discover** - use the apps to generate as many responses to the previous section as possible.
3. **Determine** - out of the material generated in the second section use the software to construct viable alternatives from which to select the most appropriate.

Recommendations:

Once users have reached the end of the Define section they should take time to review the discussion and make sure that all posts have been understood.

Take a break before embarking on Discover.



The first few apps in the Discover section are pump-priming. Once enough of these have been generated users are encouraged to go beyond the obvious and create novel reactions and combinations. By their nature these will include much that will at first glance appear absurd or impractical and yet it is from these that genuinely creative solutions often emerge. Experience suggests that at least 150 posts are required for this to happen.

The Determine section displays every idea posted by users. These can be sorted into categories and assessed within them by each user. Again discussion, collaboration and compromise is encouraged. By this time the very best ought to become clear and can be taken forward for implementation in the more typical 'downstream' manner.

At a minimum the whole process can be undertaken in three short sessions.