

# Random Word as Provocation

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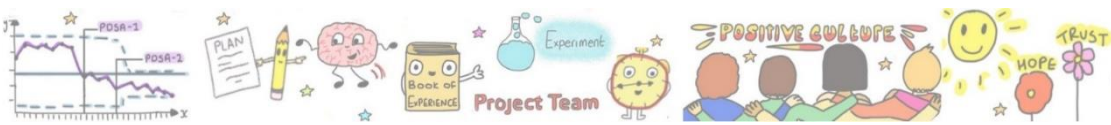
## Random Word:

- We use a random word (noun) to provide a totally new starting point outside the mainstream pattern.
- Then, the mind can move forward to try to connect the random word (or an extracted principle or broad direction) to the subject.
- This occurs naturally because of the tendency of the mind to form patterns.

# Provocation Process

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1. *Focus: Clarify the problem - state the focus*
2. List the things you already know and the ideas you have about the focus area
3. Form a provocation (we are going to use Random Word method)
4. Generate new ideas; use movement to develop the ideas.



**Table 16-1: List of Random Words**

05	cup bicycle radio shirt tape	25	horse table coffee drapes doctor	45	bird door ice needle banquet
10	airplane mouse tire record paint	30	toy glass window case napkin	50	bills printer bassoon water break
15	jazz grass screen porch teller	35	microphone marker deck paper balance sheet	55	stage fire light cartridge can
20	blanket saw diagram cloud hot dog	40	tile carpet wire gun fastener	60	error digit elephant life boat ink

# An example

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We want to increase customer feedback in our hotel

Random word = RADAR

Characteristic of radar -> Reflection  
Idea = feedback form on mirror

Characteristic of radar -> Dish  
Idea = discount on meal in the restaurant



# Random Word - Practice

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**Step 1:** *Choose issue:*

How can we increase access to healthcare for those that are digitally isolated?

**Step 2:** (1 min) Using Chat function, List the ideas you have about this issue (logical thinking). Everyone review the chat (1 min)

**Step 3:** (1 Min) We will use a random number generator (or other method) to generate a random number between 1 and 60 and use our list to choose one random word for the group

**Step 4:** (2 min)

- a. *List ideas you think of when you think of this random word relative to issue (one idea per chat entry).*
- b. *Now, free associate ideas, moving from others in the chat. One idea per chat entry*

**Step 5:** (5 min) review ideas. Select the new idea(s) that show the most promise

# Random Word - Practice

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*Step 1: Choose Issue:*

**How can we increase access to healthcare for those that are digitally isolated?**

*Step 2:*

**(1 min)** Using Chat function, List the ideas you have about this issue (logical thinking).

**Everyone review the chat (1 min)**

# Random Word - Practice

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*Step 1: Choose Issue:* How can we increase access to healthcare for those that are digitally isolated?

*Step 2: (1 min)* Using Chat function, List the ideas you have about this issue (logical thinking).

Everyone review the chat (1 min)

**Step 3:** Random Word is:

# Random Word - Practice

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*Step 1: Choose Issue:* How can we increase access to healthcare for those that are digitally isolated?

*Step 2: (1 min)* Using Chat function, List the ideas you have about this issue (logical thinking).  
Everyone review the chat *(2 min)*

*Step 3:* Random Word is:

## ***Step 4: (4 min)***

- a. Think about a characteristic of your random word.*
- b. Now, free associate ideas. Develop ideas based on this characteristic of the random word.*



# Random Word - Practice

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*Step 1: Choose Issue: How can we increase access to healthcare for those that are digitally isolated?*

*Step 2: (1 min) Using Chat function, List the ideas you have about this issue (logical thinking).  
Everyone review the chat (2 min)*

*Step 3: Random Word is:*

*Step 4: (4 min)*

- a. List ideas you think of when you think of this random word relative to issue (one idea per chat entry).*
- b. Now, free associate ideas, moving from others in the chat. One idea per chat entry*

**Step 5: (2 min) review ideas. Select the new idea(s) that show the most promise.**