

## Connecting Colors

### Description

#### Category

1. Creative base
2. Energy
3. When you have too many ideas

#### Tags

1. Activity

#### Meta Fields

**Debriefing :** The following questions might be useful:

- What are the labels of the idea groups?
- Can you imagine how you would develop these ideas?
- Can you build on ideas that are similar?

**Outcomes :** Grouping and labeling of ideas

**Materials :**

- Paper
- Coloured pens or markers

**Time :** 10' - 30'

**Methodology :**

1. Using different coloured pens, circle related ideas with the same color. It's important to resist creating labels or names for the colors for as long as possible.
2. Once 3 or 4 different colors are being used, THEN begin to list the ideas by color on a separate sheet of paper as you continue to review the list of options.
3. Continue sorting by color until every idea belongs to at least one color. By this time a label or name should become obvious.

**Description :** This exercise is a great way to connect ideas and build complex solutions. You can use this method when your team comes up with a large group of ideas that need to be evaluated and selected.