

## Creativity Tool #8- Ideation

### Word Chain

This is a tool to generate ideas using word association

- Select a problem opportunity of challenge
- Pick a starting word and build a word chain in discussion with the group (see example below)

**Example:**

Frog...Hop...Beer...Golden...Retriever...Collector...Taxes...Rome  
...Gladiator...Fight...Gloves...Winter...Snow...Ice...Cream...Cone  
...Pine Tree...Floor...Cleaner...Wood...Mop...The  
Beatles...England...The Queen...Crown

- As the word chain develops, someone writes down the words on a chart
- Eventually ideas will emerge from the list