

FOCUS

A Herff Jones IMPACT Resource For Advisors

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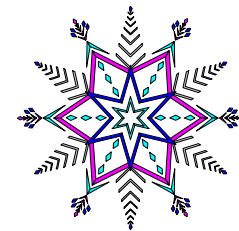
JANUARY FOCUS

Generating New Ideas



Having a tough time generating new ideas for your student activity program? Here are some thoughts that may help in creating new project ideas.

- 1. Define the problem.** To generate ideas one must have a starting point. One must establish where they are before making progress.
- 2. Brainstorming.** This is when a group of people get together and simply write down as much as they can about the idea and objectives that they have. Concentrate on the generation of ideas. Instruct the group to “Dream Big.”
- 3. Focus entirely on what you want to achieve.** Eliminate distractions before you start.
- 4. Have a genuine interest in what you are trying to solve.** If you have a vested interest in what you are trying to do, there is a stronger chance of success.
- 5. Look for parallel problems and solutions.** Relate your current search for new ideas to one you may have had in the past and check for parallel between the two. The ways that earlier problems were solved can help you in generating new ideas to solve problems. The best ideas come from groups working for a common goal. Give your group the chance to be creative by listening twice as much as speaking.
- 6. Look at each task as a challenge.** Look at each problem as something that needs a solution. The word “problem” sounds negative, so turn it around as a challenge and work toward a solution.
- 7. Daydream! Let your creative sub-conscious work for you.** Yes, when you are staring out the window, sleeping, etc. your sub-conscious continues to work for you. How many times have you woken up at night with a great idea? Or
- 8. Alter your routine regularly.** Some habits can stifle creativity. To continue to generate new ideas look for new ways to do things. Familiarity is good that it makes one feel secure but it is that very security that closes our mind to change and restricts our creative abilities.
- 9. Carry a notepad.** Have something on which to write down those ideas that pop into your mind. Saying, “I’ll write it down later” is useless because you probably will not do it. Capture the idea now.



This newsletter is a joint effort of Jackie Burch and Herff Jones, Inc.

LEAD (*Leadership, Experience, and Development*) Conferences for National Honor Society, Junior National Honor Society, and Student Council Student Leaders and Advisers

If you are a student activity adviser and you are looking for a great leadership training experience for yourself and your students, then consider attending a LEAD Conference. At this conference, you will spend a weekend with leaders and advisers from around the United States. After attending a conference you will return home with new ideas to energize your school and community. This is an opportunity for national level leadership training at affordable prices, and because they are held on the weekend the loss of class time is minimal.

The LEAD Conference schedule for 2005 is as follows:

- **February 11-13**- Des Moines, IA at the Des Moines Marriott
- **March 4-6** - Dallas TX at the Wyndham Anatole
- **April 1-3** - Providence, RI at the Westin Providence

For more information, contact Wanda Carroll at 703-860-7252. The LEAD Conferences are a great way to get training for your student activity program.

Another way is to contact your state organizations who many times have training opportunities for both advisers and students.

COAT OF ARMS

This exercise helps the group get to know each other. It takes about 30 minutes, and if there are more than 15 members, split them into smaller groups.

Each person will need paper and magic markers. Have each person draw the shape of a knight's shield on a piece of paper (or have them already drawn on the paper.) The shield should be divided into four sections. Each person will fill the sections on his or her coat of arms with the following:

1. Something that represents his or her life now
2. Something that represents his or her future
3. Something that he or she would like to do for the first time
4. Some saying or slogan that represents him or her

After the coats of arms are complete let the groups discuss each one. After they are discussed find a location to hang them so they can be seen. It is also an idea to discuss them again in several months and see what has changed for each person.

HONEY, I LOVE YOU

This activity takes about 15 minutes and the group size should be at least ten or more.

All of the members sit in chairs in a circle except the one person who is in the center of the circle. The person in the center approaches another and says, "Honey, if you love me you will surely smile." The other member says, "Honey, I love you but I

just cannot smile." If he or she can say this without smiling, the person in the middle gets three more chances to make that person smile. If this cannot be accomplished, then he or she must go to another person and try to make them smile. When someone smiles, then it is his or her turn to be in the center. The game continues in this manner.



"Whenever you do a thing, act as if all the world is watching."

~ Thomas Jefferson



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