Trigger Questions Session

Trigger questions are prompts for creating innovative ideas. They force you to think outside of the box and generate new solutions around a provocative possibility.

HOW TO RUN A SESSION

Step one: The facilitator reads a trigger question aloud.

Step two: Each person writes down as many ideas as possible in 5 minutes. Each idea should be on a separate sticky note.

Step three: To start, one member of the team goes up to the board and does the following:

- Reads each of his/her ideas

- Puts each idea (on sticky note) on the board

Step four: The remaining members of team each go up to the board to:

- Build or confirm ideas that are already on the board

- Add his or her new ideas to the board

Step five: Once all team members have posted their ideas, the facilitator reads the next trigger question.

Step six: Repeat the process until all trigger questions have been or your team runs out of time for the activity.

Tip: The facilitator should have a prepopulated list of trigger questions ready at the beginning of the session but don't be afraid to switch them up if your team pushes in a new direction. Be creative and suggest a new trigger on the fly.

WHAT MAKES A GOOD TRIGGER QUESTION FOR IDEATION?

Trigger questions are designed to put the participants in a different mindset or to dig into a particular type of service offering. They often prompt brainstorming through the lens of analogous context. Some common techniques used to form trigger questions are as follows:

- Choose an admired company from an unrelated different industry and ask how they would tackle the issues

- Pick a company/organization that has similar services, but operates in a completely different context.

- Propose that a key customer is a business stakeholder- how would they run/design the organization?

- Suggest a specific type of business model

- Incorporate themes and service features like gamification

EXAMPLES OF TRIGGER QUESTIONS:

- How would Disney solve your transportation challenge?

- How can we use elements of gamification to create a better transit solution for riders? Employers?

- What if transportation revenue models acted like a co-op?

- What if passengers were shareholders?

- How would a child solve your transportation challenge?

peer insight **Community Transportation** ASSOCIATION