

3

Try

Yes, let's...

This part of the toolkit has a set of small actions that will each take less than hour.

Use them to evolve, iterate or expand the ideas you generated using the **Imagine Cards** or any concept or idea that you want to nurture.

Think of them as playful excursions. Perhaps one will be the spark for something bigger.



Design the Future of Living and Learning

A TOOLKIT VERSION 1

Reflect Imagine Try

2025.stanford.edu

*"Almost all creativity
involves purposeful play."*

Abraham Maslow



make a sketch

Find a blank sheet of paper and sketch your concept or idea.

Start by doodling.
Then sketch your concept.
Sketch how people use it.

Round 2: Sketch five variations of your idea.

WHY TRY THIS

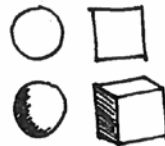
Sketching helps you clarify ideas and communicate them more effectively.

TRY IT FOR
10 mins

Think you can't sketch?

Use these **sketching shorthands** or make up your own.

shapes



people



arrows



faces



trees



hands





write a news headline

What would the headline be if your idea or concept was covered in the news?

Write the headline and the first two sentences of the story.

Remember the press doesn't just describe the idea, the press covers news. Why is your idea newsworthy?

WHY TRY THIS

Writing a news headline helps you consider the key insight behind your idea and why it matters.

TRY IT FOR
15 mins

make it physical

Make a physical representation of your idea using these 4 things: a pen, a sheet of paper, a roll of tape, and a paper clip.

If you don't have a particular item, use what you have. Show it to someone and ask them for one suggestion to improve the idea.

WHY TRY THIS

The conversation changes when you share something physical with someone.

TRY IT FOR
15-20 mins





act it out

Act out a scene in the world in which your idea or concept already exists.

Use the things around you and furniture as props. Ask a teammate to join.

Show your act to a third person.

TRY IT FOR
15-20 mins

WHY TRY THIS

Acting will give you a kinesthetic understanding of your idea. It also helps you consider it in context.

make a 2 minute video

Use any camera and tell a 2 minute story of your concept on video. It doesn't have to be perfect.

Send it to someone.

Round 2: Make a video with a physical representation or sketch of your concept.

WHY TRY THIS

Being brief forces you to synthesize the most important aspects of your concept. Video is also easy to share.

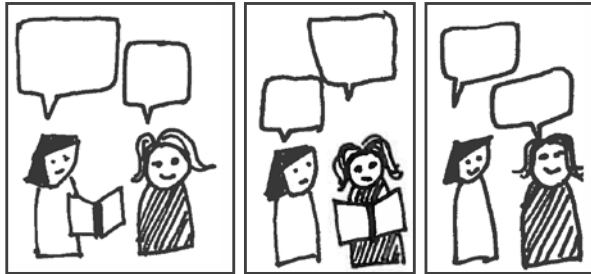
TRY IT FOR
5 mins



make a comic strip

Imagine the 3 panel comic strip on the left is a scene in the world of your idea. What are the characters saying?

Round 2: Make another 3 panel comic strip of your own.



WHY TRY THIS

Writing dialogue makes you consider the perspective of the people who might actually use your concept.

TRY IT FOR
15-20 mins

walk and talk

Find a teammate to join you on a 15 minute walk to talk about your idea.

Round 2: Ask him or her to join you in acting it out or making a physical version together.

WHY TRY THIS

Communicating your idea will clarify your idea. You might also find potential collaborators.

TRY IT FOR
15 mins



IMAGE: SARAH ROSS

THINGS TO ASK PEOPLE

1) SEEK STORIES



Tell me
about a
time...

2) ASK WHY → Talk about feelings.

3) USE ARTIFACTS TO EVOKE
CONVERSATION



"Here's
a sketch"

talk to someone who will use it

Who is going to use your concept?

Talk to them and learn about their life.

Round 2: Make something (a sketch, a comic strip, a physical thing) and show it to them without explaining what it is.

WHY TRY THIS

Interacting with people builds your empathy for their needs, which helps you design better solutions.

TRY IT FOR
20 mins

make a timeline

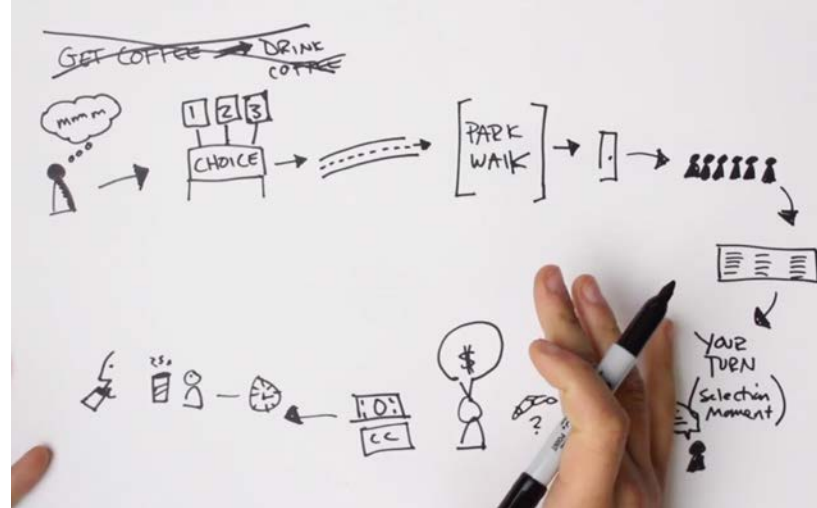
Think of five moments when someone who might use your concept will interact with it.

Plot it on a timeline. What might they do before and after?

WHY TRY THIS

You might find new opportunities that you had overlooked before.

TRY IT FOR
20 mins



A timeline of the process of getting coffee.



Horizontal surfaces attract clutter.
An observation from the book 'Make Space'

change the space

Make one change in your space that will make it easy to take action on your idea.

Put a reminder, remove (or add) something, turn something upside down.

Round 2: What changes can you make to the spaces in your organization?

WHY TRY THIS

Our environment affects our behavior.
Subtle changes can lead to big insights.

TRY IT FOR
30 mins

REVISIT IT
in a week

do something without seeking permission

Is there something you want to do, but think you won't get permission to do it?

Give yourself the permission to do it. Try it and then share a story **afterwards**.

WHY TRY THIS

Sometimes the only permission we need is our own.

PLAN IT
15 mins

DO IT
30 mins



IMAGE: MORTEN SIEBUHR



try anything

Set aside 15 minutes. Now.

Do something that will advance an idea you've been procrastinating on.

What is a specific thing you can do in 15 minutes? Don't make a to-do list. Do one active thing to keep moving.

WHY TRY THIS

Sometimes the hardest thing about getting started, is getting started.

TRY IT FOR
15 mins

Some of these actions will lead
somewhere; others will be dead-ends.

But no effort is a waste. Use any false
starts or failed prototypes as compost to
generate new beginnings, new futures.

**Keep reflecting,
keep imagining,
keep trying.**

See you in the future.

