



# Entrepreneurs

## What is it for?

.....  
People use their favourite things as a basis for coming up with a unique business opportunity. Can also use specific aspects of topic you are exploring in a workshop.

## Time & People

.....  
20 - 40 minutes  
30+

## Materials

.....  
Open floor space  
Paper per person  
Marker pen per person

## Source

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Applied Improv Conference, New York, 2005

## And...

- Give each person a blank sheet of paper and a pen
- Ask them to write on the paper four of their favourites eg food, activity, sport, country etc (excluding family which is a given)
- Then invite them to stand up and walk around holding their four favourites in front of them, reading as many as possible.
- After a few minutes ask people to form random groups of 4 - 5 people per group
- Invite each group to develop a unique business opportunity that includes at least one favourite from each person in the group.
- After about 5 minutes, invite the groups to share their ideas

## Debrief questions

- What happens when we focus on things we love?
- How can we transfer the energy from this activity to our work?