

## Design Challenge #1: Build an Innovator Affinity List

What you'll Need:

- Technology/Internet Access to Watch Innovator Insights Videos
- Innovator Insights Notes Worksheet
- Affinity List Template
- Digital Resource (optional)

### Quick Steps Guide

1. **Understand the Challenge:** Carefully read and understand the challenge instructions. Your task is to build and continuously develop a list of innovators and contacts who can potentially support and enrich your innovative ideas. We will call this an affinity list.
2. **Explore Innovator Insights:** Begin by watching Innovator Insights video resources provided to you. These videos offer valuable insights into the stories, experiences, and advice of accomplished innovators. Additionally, as you go about your day, look for other innovations you notice. Do research to find out more about it and if you are able to identify a company or a person, add them to your list.
3. **Brainstorm Key Information:** While watching the videos, brainstorm key information or takeaways. Use the Innovator Insights Notes document to help walk you through the process of thinking about each innovation. Use the attached definitions to help understand and support some of the questions on that document.
4. **Identify Overlapping Themes:** Look for common themes or ideas that appear across multiple videos. These shared insights could be valuable principles to keep in mind as you develop your own innovative ideas.
5. **Find Actionable Insight:** Pay attention to any actionable advice or strategies mentioned by the innovators. These could be direct takeaways you apply to your innovation journey.
6. **Categorize Innovators:** Group the innovators based on their fields of expertise or the themes they discussed. This categorization will help you find relevant insights when needed.
7. **Continuously Update and Evolve:** Understand that this list is a living document that will grow over time. As you come across new resources, videos, or innovators, keep adding to and evolving your list.

8. **Plan Your Outreach Strategy:** Once you've developed your list, think about how you might reach out to these innovators for advice, mentorship, or collaboration. Be thoughtful in your approach. If you know of others with similar ideas or that you feel might be interested in the innovation, share the video.
9. **Reflect:** Consider the process of creating and developing your innovator affinity list. How did you identify key takeaways? How does this list align with your evolving innovation idea?

## Extend

Consider using technology to store and catalog your innovator affinity list. This could be online resources like digital survey forms or spreadsheets to help with the documentation. Have the students start by creating a list of people they know. Use a google form to submit the data to a spreadsheet. Create a contact group list in a contact app on a computer or smartphone.

## Evaluate

Encourage students to continue to add innovators and innovations they observe in the world. This could be something that interests them or relates to their innovation idea. It could be someone that could potentially serve as a mentor, coach or provide critical feedback. Have the student add additional information as they think of more information they would like to collect.