**Classroom Activity – Deliberate Creativity**

Most breakthroughs such as the iPod come from careful analysis of a product/service available currently, then thinking, how could it be different? On September 1st 2008 Edexcel (exam board) decided to remove all waste paper bins from its 8-storey building. An employee had pressed for a new approach: bin the bins and instead have recycling stations on every floor: for paper, cardboard, plastics and confidential material. That’s pretty creative.

In this activity, your task is to think about bags of Maltesers. Then brainstorm its exact features, down to the last possible detail (at this stage, just describe the features; identifying strengths and weaknesses can come later). For example a packet of Maltesers:

* Comes in a small plastic bag
* Bag is flimsy, so you can see and feel the shape of the sweets

**Tasks**

1. What other points do you think you could add to this list about Maltesers?

2. Decide on one of the points that you think gives real scope for an improved product, e.g. ‘Big enough to hold and eat individually in one go’

3. In silence, each person in the group should come up with at least 4 ways to do this differently, e.g. mini-Maltesers, the size of Smarties

4. Then the group should pool ideas, eventually agreeing on the single best idea for creating a successful new chocolate product.