

# 8 Exercises that Promote Creativity & Champion Innovation

**Creativity on demand is a big task, especially since it must be done right to deliver real innovation in the life and health insurance industry.** Specific techniques used in RGAX Life Design Sprints get teams thinking in new ways and eliminate the echo chamber organizations may experience internally. The effectiveness of Life Design Sprints lies in encouraging people to reach outside their comfort zones in a highly productive, safe environment that promotes creativity, connection, and collaboration. Here are some techniques RGAX sprint masters use to foster a relaxed, creative environment to deliver impactful results whether in a virtual or in-person setting:

## 1 SPACE FOR SILENCE

A key difference between design sprints and brainstorming is the use of silent time for individual work before reconvening as a group. This approach avoids groupthink while allowing quieter, more reflective individuals the opportunity to contribute. Everyone has the space to think their ideas through before voicing them.

## 3 TIMEBOXING

Participants have a specific amount of time to complete an open-ended task such as writing down as many ideas as possible on Post-it notes in two minutes. This approach delivers greater results in less time.

## 5 DECIDER DECIDES

Even though it's a team exercise, no ideas will make it to market without the sponsor's support. The Decider's vote is the only one that counts in the end, and that's why they always vote last.

## 7 LOCKPICKS

We use a collection of tools for unlocking people's creativity to ensure innovative ideas. Take for instance, Crazy Eights, in which the repetition of one theme pushes people out of their comfort zone, and river-jumping, in which we study related problems in different contexts to see how best to solve them.

## 2 SHOW, DON'T TELL

When people hear a concept described with words only, each person listening will likely reach a different understanding of it. With a "show, don't tell" approach, participants communicate their ideas in self-explanatory sketches to avoid ambiguity, for example.

## 4 DOT-MOCRACY RULES

At several stages of the sprint, we use "dot voting" to canvas the team's views to prevent undue bias. We then use the dots to form a heatmap focusing the discussion on the most highlighted topics.

## 6 ONE TO ONE INTERVIEWS

Participants learn more about the problem by interviewing subject matter experts and/or potential customers. Direct conversations quickly lead to a clear understanding of end-user needs.

## 8 MASTERCLASSES

Experts on the discussion topic share their knowledge of the problem and its impact on potential customers.

## Deliver insurance innovation faster with Life Design Sprints

RGAX has combined design thinking best practices with its own life and health insurance expertise to effectively accelerate product development and help solve modern industry problems.

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