



# New and Improved

Propose new and innovative uses for everyday objects

## TIME

20-30 minutes



## TEAM STAGE

Norming, Performing

## MATERIALS

Random assortment of common objects

## SUMMARY

Participants will come up with a creative pitch for an everyday object so that it is “new and improved.”

## SET UP

- Gather a random assortment of common items. There should be one item per small group.

## INSTRUCTIONS

- Break participants into small groups of three or four participants each.
- Give each small group one of the random items you have chosen.
- Tell them that their task is to present a new and innovative use for whatever item they were given.
- Give them five to seven minutes to prepare a one minute pitch. Their goal is to convince the rest of the group that this is the best use for this item.
- Encourage groups to be as innovative and creative as they can and remind participants that everyone in the group must be involved in the presentation in some way.
- Once everyone is ready, have each small group share their presentation with the whole group.

## VARIATIONS

- Place any item in front of the participants and tell them what the item is (even if that isn't actually the item in front of them). For example, *place a piece of paper in front of the participants and tell them that the piece of paper is a chair*. It is now the task of each of the participants to convince the group that the piece of paper is, in fact a chair, and that they desperately want to “buy” the chair. Give participants time to prepare a formal pitch or opt to lead the activity as an improv exercise.
- Before showing the item to participants, assign everyone an occupation. After assigning random objects, each person must convince the group why that item is useful to their given occupation.



**Small Group:** To facilitate this activity for a small group, consider giving participants the same objects and tell them that no idea can be shared twice.



**Large Group:** To facilitate this activity for a large group, break participants into small groups and have them come up with as many creative uses for an object as possible. Lead several rounds with different objects.



**Online:** To facilitate this activity virtually, use screen sharing to show participants pictures of objects rather than using physical objects. As an alternative, have participants find a random object in their own workspace to use for the activity. [\[click here for video\]](#)



**Asynchronous:** To facilitate this activity asynchronously, create a Google Slides document or shared folder with images of random objects. Then, create a shared folder where participants can upload video recordings of their pitches for an object.



## DEBRIEF QUESTIONS

- What:
  - What did you enjoy about this activity?
  - What helped you to be creative as a group?
- So What:
  - Why is creativity or innovation important?
  - Why is being able to sell something or persuade others a useful skill?
- Now What:
  - How can you use creativity in your role?
  - What can you take away from this activity about how to be persuasive?

■ **Facilitator Note:** These questions can be used to guide your debrief, however, pick the questions that best match your group's experience and add or change questions as needed.