



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.