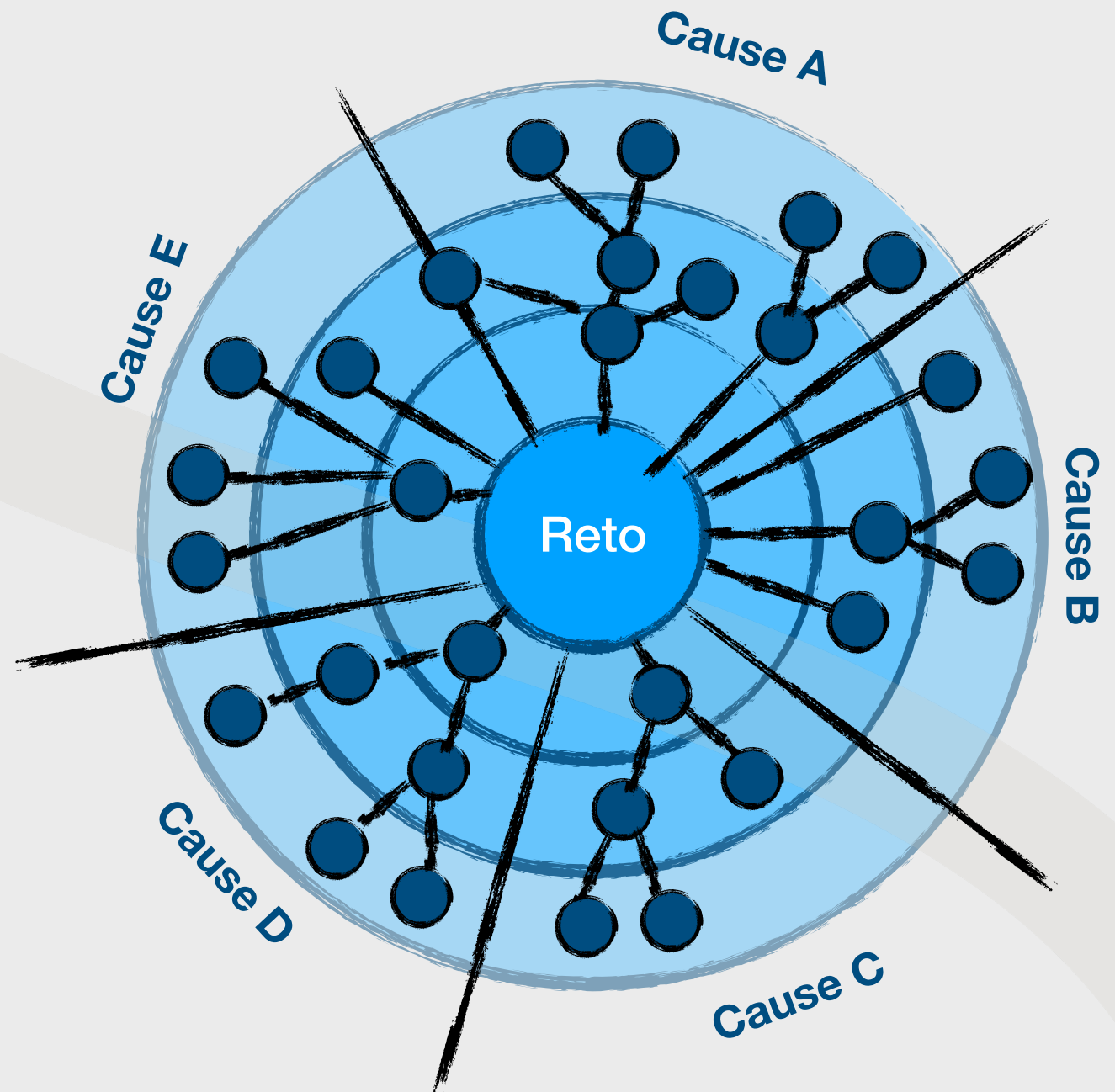# Idea Mind Map*

This exercise helps your team organize the causes of your problem into categories and allows the team to map ideas for innovation

Cause A

Cause E

Cause B

Reto

Cause D

Cause C

SIP
LEARNING

Idea Mind Map*

**Step 1:** Place the challenge/problem in the center of the board/flip-chart (1 min)

Step 2: Brainstorm the causes of this problem (8 mins)

Step 3: Group these ideas according to the causes that are identified (5 mins)

Step 4: Divide the board/flip-chart into a circular pie chart, where each wedge corresponds to a group of causes (2 mins)

Step 5: Perform a second brainstorm session to come up with ideas that address the central problem, taking into account the groups of identified causes (15 mins)

Step 6: Analyze the map and identify ideas for further exploration (4 mins)
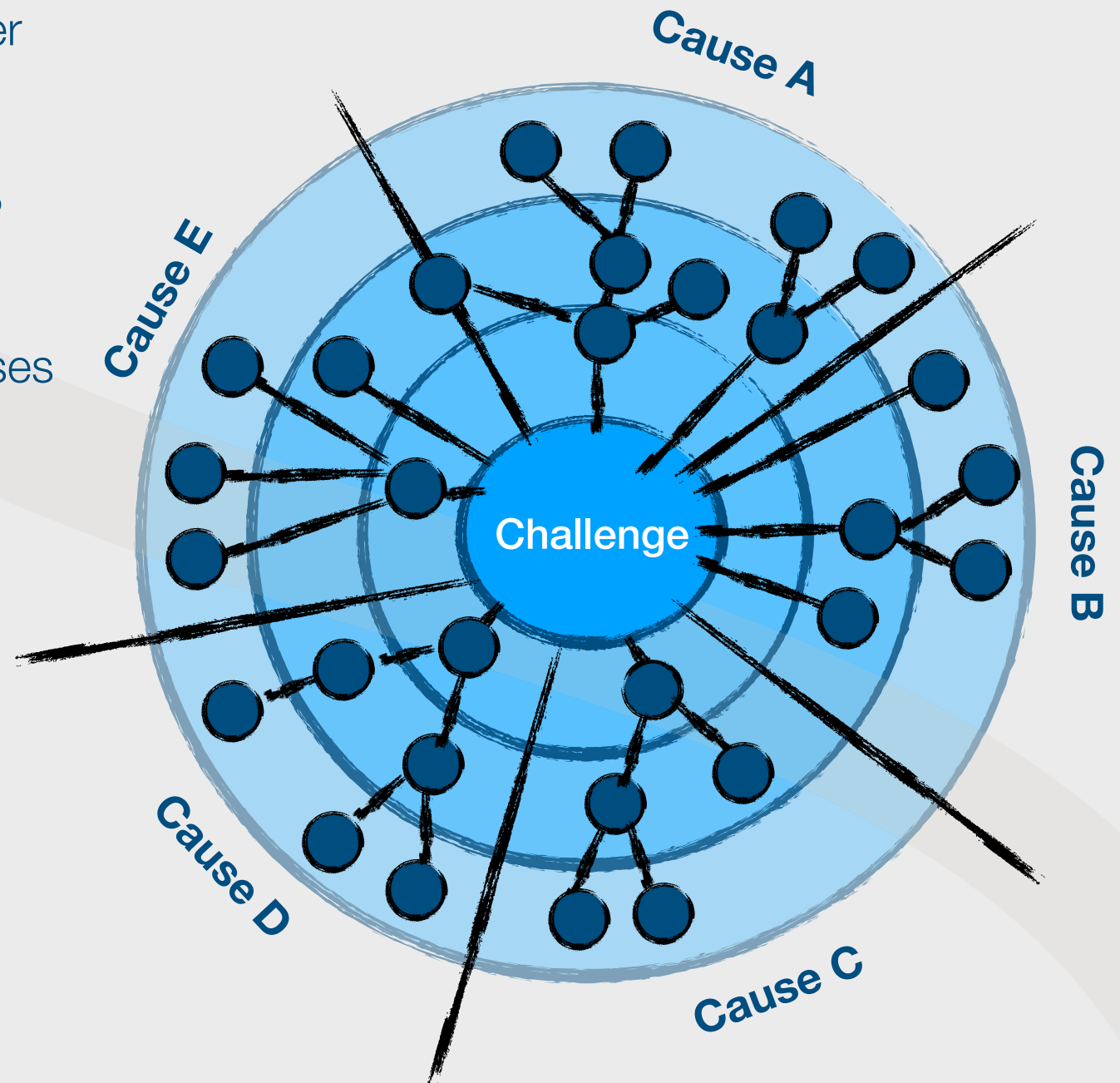
Challenge

Cause A

Cause B

Cause C

Cause D

Cause E

SIP LEARNING

Idea Mind Map Example:

**Problem:
Employees don't recycle**

They don't understand

They don't have trashcans in the area

There is no one to pick up the recycled material

People use too much plastic

It creates more work

Biodegradable cups are too costly

People don't know how to separate the recycled material

It's too hard

Awareness

Systems

Culture

Employees don't recycle