

Readings Lecture 2: "Ideas Generation"

Online Resources and Articles:

- **Harvard Business Review: "Why Lean Startup Changes Everything"** - A faster, smarter methodology for launching companies may make business plans obsolete.
 - [Explore the toolkit](#)
- **IDEO's Design Thinking Toolkit** - IDEO, a renowned design and innovation consultancy, offers a toolkit that provides practical methods and exercises for idea generation and innovation.
 - [Explore the toolkit](#)
- **MindTools: "Brainstorming Techniques"** - A comprehensive guide to various brainstorming techniques and exercises to stimulate creativity and idea generation.
 - [Access the resource](#)
- **Stanford University: "How to Generate Breakthrough Ideas"** - A resource from Stanford's d.school (Institute of Design) offering methods and strategies for generating innovative ideas.
 - [View the resource](#)
- **Entrepreneur: "10 Tips for Successful Idea Generation"** - A practical article that provides tips for individuals and teams to foster creativity and generate business ideas.
 - [Read the article](#)

Videos and TED Talks:

- **Nespresso machine case** - Lean canvas case study
 - [Explore the toolkit](#)
- **TED Talk: "Where Good Ideas Come From" by Steven Johnson** - Steven Johnson explores the environments and conditions that lead to the generation of good ideas.
 - [Watch the TED Talk](#)
- **TED Talk: "How to Build a Business That Lasts 100 Years" by Martin Reeves** - Martin Reeves discusses strategies for building long-lasting businesses, which often start with innovative ideas.
 - [Watch the TED Talk](#)
- **TED Talk: "The Art of Innovation" by Guy Kawasaki** - Guy Kawasaki, a technology evangelist and venture capitalist, shares insights on innovation and idea generation.
 - [Watch the TED Talk](#)
- **Stanford eCorner: "Creative Confidence" with David Kelley and Tom Kelley** - A discussion on creativity and innovation with the founders of IDEO.
 - [Watch the video](#)
- **TED Talk: "How to Cultivate Belonging at Work" by Rosalind G. Brewer** - Building a workplace culture that fosters idea generation and innovation is crucial. Rosalind G. Brewer discusses this topic.

- [Watch the TED Talk](#)