



Kilgour's Five Stages: Worksheet for Business Entrepreneurs

Here's a worksheet structured around the five stages of Mark Kilgour's (2006) creative thinking process to help business entrepreneurs develop a new approach for involving their employees in solving local ecological problems:

Creative Thinking Process for Ecological Contribution

Objective: To explore innovative ways for your business to engage employees in contributing time and effort to local ecological solutions.

Stage 1: Preparation – Gathering Information
<ul style="list-style-type: none">• Task: Reflect on and gather knowledge about local ecological problems and the current company culture regarding employee engagement.

1. **Identify Ecological Issues:** List the top three ecological problems in your local area (e.g., pollution, habitat loss, waste management, extinction of a particular species, overuse of pesticides).

- **Problem 1:**
- **Problem 2:**
- **Problem 3:**

2. **Review Employee Engagement:** How are your employees currently involved in community or ecological activities?

- Are there any formal programs?
- What informal contributions exist?

3. **Existing Efforts:** Are there any existing programs or partnerships with local ecological organizations your company can build upon?

- Yes/No (If yes, briefly describe)

Stage 2: Incubation – Letting Ideas Emerge

- **Task:** Give your brain time to unconsciously work on potential solutions. Here are some questions to plant in your brain by reading them out loud to yourself. Give yourself at least 3 days of non-active thinking (incubated thought) on the matter.

Reflection Exercises:

- What kind of projects or solutions could align with both ecological impact and your business values?
- What time commitment can employees realistically contribute, considering their work responsibilities?
- Could you implement flexible time models (e.g., designated “green days” or flexible hours for volunteerism)?

Jot down emerging ideas over the next few days without forcing them.

- Idea 1:
- Idea 2:
- Idea 3:

Stage 3: Insight – The “Aha” Moment

- **Task:** Identify the moment when a solution or concept starts to take shape.

1. **Focus on the Most Promising Idea:** Review your ideas from the incubation stage and choose the one that feels the most feasible and impactful.
 - Selected Idea:
 2. **Describe the Moment of Insight:** How did this idea come to you?
 - What makes it stand out compared to others?
 3. **Key Components:** List the main elements of this solution (e.g., employee roles, how it addresses the ecological issue, potential partners).
 - Component 1:
 - Component 2:
 - Component 3:
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Stage 4: Evaluation – Testing and Validating

- **Task:** Assess the feasibility and impact of your solution.

1. **Resource Availability:** Do you have the necessary resources (time, money, partners, tools) to implement the solution?
 - Yes/No (If no, what's missing?)
2. **Employee Buy-in:** How will you get employees excited and involved in this project?
 - Strategies:
3. **Ecological Impact:** Does this initiative genuinely contribute to solving the local ecological issue?
 - List potential positive impacts:
 - Are there any risks or unintended consequences?
4. **Business Impact:** How might this project benefit the business (e.g., team building, corporate social responsibility, brand image)?

Stage 5: Elaboration – Implementing the Solution

- **Task:** Develop a concrete plan to bring the idea to life.

1. **Action Steps:** Outline the necessary steps to implement the idea, from planning to execution.
 - Step 1:
 - Step 2:
 - Step 3:
2. **Timeframe:** Establish a timeline for each phase of the project.
3. **Roles and Responsibilities:** Assign specific tasks to team members.
 - Who will lead the initiative?
 - Which departments will be involved?
4. **Measurement of Success:** How will you track the progress and measure the success of this ecological project?
 - Key Performance Indicators (KPIs):

Final Reflection:

- How does this process align with your business's core values and goals?
 - What challenges do you anticipate, and how can you address them?
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Reference:

Kilgour, M. (2006). Improving the creative process: Analysis of the effects of divergent thinking techniques and domain-specific knowledge on creativity. *International Journal of Business and Society*, 7(2), 79-107.

