

IdeaSmash™ Makeathon

Imagination to Impact!



IdeaSmash™ came from a simple observation: **The best ideas happen when different thoughts bump into each other!**

Too often, people hold back. They wait until an idea is “perfect” before sharing it. But that’s not how real innovation works. **The magic happens in the messy middle**, when rough ideas get challenged, blended, and built on.

IdeaSmash™ *IS* that messy middle! A public makeathon powered by **simple, accessible tools**, where participants **take on real-world challenges**. They break problems down, throw bold ideas into the mix, let them collide and spark, and turn those sparks into **tangible, exciting prototypes**.

So “smash” isn’t about destroying ideas. It’s about **breaking them open and making them stronger together!**

Programme Details

	PHASE 1 – DISCOVERY	PHASE 2 – SOLUTIONING
Aim	Identify top challenges among Woodlands Div officers to be solved	Brainstorm and prototype solutions to the top challenges
Key Activities	<ul style="list-style-type: none"> • Surface work pain points which officers care about deeply • Compile a list of higher-priority pain points to be staffed to management for approval for Phase 2 • Identify and invite highly-motivated participants to sign up for Phase 2 	<ul style="list-style-type: none"> • Brainstorm creative solutions to the pain points from Phase 1 • Build rapid low-fidelity prototypes to showcase how the solutions work • Pitch and sell the ideas to a panel of judges • Announce winners
Programme Flow	<p><u>Per Half-Day Session:</u></p> <ul style="list-style-type: none"> • Introduction: Inspire participants that they play a major role in improving the workplace • Lesson: FRESH™ framework to easily identify pain points • Activity: Participants surface pain points using the FRESH™ framework • Activity: Participants prioritise pain points using Impact vs Passion grid • Round up: Excite participants about Phase 2 • Call to action: Interested participants to sign up for Phase 2 on the spot via a digital form • GraspCo compiles the top pain points for approval 	<p><u>One-Day Session:</u></p> <ul style="list-style-type: none"> • Introduction: Excite participants that they will be solving pain points which the ground feels passionately about + Examples of real-life public service and HT “crazy” ideas • Lesson: Root Cause Analysis (RCA), Brainstorming and Idea Prioritisation Techniques • Activity: Participants perform basic RCA, brainstorm solutions, and prioritise the better “WOW” ideas • Lesson: Rapid Prototyping Techniques • Activity: Participants venture off-site to source for/ buy prototyping materials, build prototypes of their WOW ideas, and get feedback for refinement • During this period, the Guest-Of-Honour (GOH) will visit two pre-identified teams: (1) Each team nominates one spokesperson to explain to the GOH the problem being solved, the root cause, and the solution. (2) The GOH observes and interacts with the team in the midst of building their prototype. • Lesson: How to structure a pitch and how to convince • Activity: Participants prepare their pitches • Activity: Pitching to a panel of judges, and the top projects are determined • Round up: Excite participants about the next steps and how their ideas could be considered for implementation.