## Experience Grid: Building Creative Space

| Creative practice | To do | Activity example | Leadership outcome |
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| **Prototype products or processes** | Build a rough, visible version before finalizing anything. | Sketch a new service on a whiteboard, mock up a sales pitch before polishing, create a cardboard layout of a retail space, role-play a client onboarding process. | Reduces risk, surfaces potential weaknesses early, accelerates execution |
| **Brainstorm with props** | Use physical objects to shift thinking styles. | Lay out different hats labeled "Customer," "Skeptic," "Investor," "Innovator," "Competitor." Participants wear one and argue from that perspective. | Encourages perspective-taking and prevents groupthink |
| **Create a company song** | Turn values into something memorable and shared. | Challenge teams to write simple lyrics that reflect your core values or celebrate wins in different music genres: rap, country, rock, etc. Perform at an offsite or record a team version. | Builds emotional connection and reinforces culture in a sticky way |
| **Build bridges or towers** | Create a fast, hands-on design challenge. | Give teams 20 minutes to build the tallest tower or strongest bridge with Lego, paper, or tape. Debrief team dynamics and pivots. | Reveals leadership patterns and collaboration strengths |
| **Found object challenge** | Force creativity through constraints. | Provide random objects and challenge teams to design a product or solve a real client problem using only those items. | Strengthens adaptability and innovative thinking |
| **Storyboard the strategy** | Make strategy visual before verbal. | Map the next 12 months as a comic strip or movie storyboard. Draw milestones, obstacles, and turning points. | Clarifies narrative and aligns the team around shared direction |
| **Pitch lab** | Build and present in real time. | Small groups create a new product, campaign, or initiative in 45 minutes and pitch it *Shark Tank*–style. | Builds confidence and sharpens communication |
| **Redesign the experience** | Reimagine a real customer or employee touchpoint. | Choose a current process such as onboarding or performance reviews and visually redesign it, then prototype improvements. | Turns abstract strategy into tangible improvement |
| **Collage or vision board lab** | Make goals visible and emotional. | Provide magazines, images, markers, or digital tools. Ask leaders to build a visual board that represents the team's next 12–24 months. Include metrics, cultural aspirations, and personal leadership intentions. Share and explain the story behind each element. | Deepens ownership of vision, aligns head and heart, and makes strategy memorable |