all ideation sessions can be improved with a warm-up, and if you or your team is game to try a little drawing, then this exercise serves as a fun way to get your creativity sparked and your mind engaged.

the premise is simple: take one of the phrases below and think about how you might depict it not in a realistic way but in the way suggested by the meaning of the individual words (e.g., air guitar would not be a person pretending to play guitar but perhaps a guitar with wings) and then draw a quick sketch. to make this work optimally, set a time limit so that people do not get too involved in trying to perfect the sketches but, instead, just do enough to transmit the idea.

- angelfish
- dress shoes
- eyeballs
- hand luggage
- wallflower

tips: if doing this with a group, you might turn this into a game by having each person receive one prompt and then after everyone has completed a drawing, have the group guess what is being depicted.