

## TOOL | 1-2-GROUP

### How is the tool linked to Entrepreneurship PBL?

The method promotes the entrepreneurial mindset with room for creativity and innovation through the group formation process and group work throughout the project.

### What is the tool?

'1-2-group' is a method for organising group work. It is a method to encourage the group to spend time generating many ideas, to ensure that everyone in a group gets the opportunity to contribute their creative ideas and that more ideas are developed before the group focuses on discussing and evaluating the ideas.

### What is achieved by using '1-2-group'?

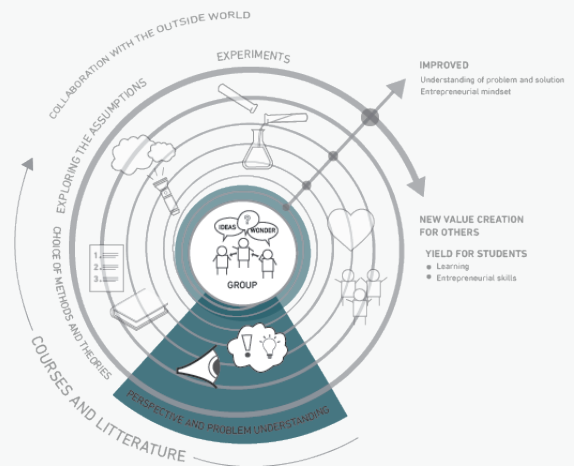
'1-2-group' means that everyone in the group is given a voice, and that everyone's ideas and input are listened to. This organisation counters the informal hierarchy in the group, which affects the individual group members' opportunity to participate actively in group work. The focus is then on the task and not on the social positioning.

'1-2-group' was developed based on the theory of 'creativity as the unlimited application of knowledge'. The method takes account of three of the fundamental principles behind the theory:

- 1) No perceived evaluation of people and ideas in the creative part of the process.
- 2) Parallel thinking, i.e. the process is divided into a series of steps in which the group has the same focus.
- 3) Task focus, i.e. the group concentrates on the task rather than on the organisation of the work or the social hierarchy.

### How is it used?

**1. Individually:** In the '1-2-group' model, group members first work individually. This gives each individual an opportunity to think about the task and get ideas for working with it — without being affected by the others in the group. This makes it easier to stay focused on the task, and the diversity of the group's ideas becomes greater.

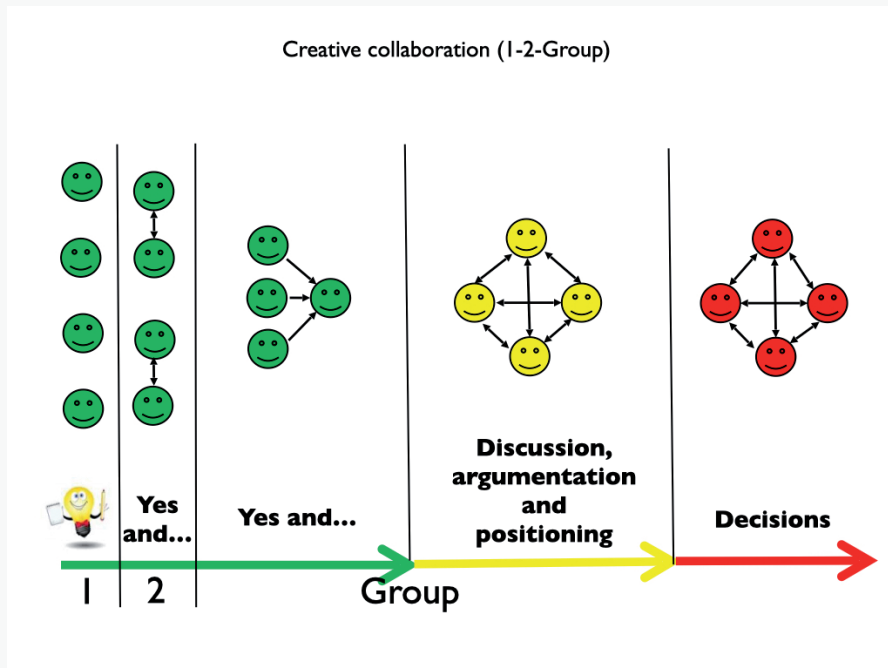


**2. In pairs:** After the individual work, the group members continue in pairs, sharing their ideas and building on them with 'YES AND'. In this step, there is no discussion or evaluation of ideas — instead, the ideas are developed. This step keeps more ideas alive for longer, and it gives the individual an opportunity to contribute their own ideas.

**3. In groups:** Next, work is done in groups, where there is more knowledge available. The group continues to work on developing ideas without any evaluations and discussion. One idea is developed at a time — the process facilitator decides when to work with the individual ideas.

**4. Discussion and evaluation:** The group takes one idea at a time, assessing its strengths and weaknesses.

**5. Decisions:** Based on discussions and evaluations, the group decides on a solution.



A lot of 'regular' group work starts at step 4: 'Discussion and evaluation'. Typically, one (strong) group member gets an idea which the group then discusses and evaluates. Other *weak* group members' ideas do not necessarily come into play. The form of discussion is likely to kill off ideas that fall outside the norm. What one gains by starting with steps 1, 2 and 3 is that more ideas have been 'heard' and given a chance to show their potential. The basis for decision-making has simply become greater than if you start the group work directly at step 4.

**Sources**

Hansen, S., and Byrge, C. (2013). Enhancing creativity for individuals, groups and organisations - creativity as the unlimited application of knowledge: the theory behind the 'Creative Platform' and the 'Training programme for innovation'. (1st ed.) Frydenlund Academic.

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