HOPES AND FEARS: ESTABLISHING CREATIVE UNITY

The *Hopes and Fears* activity is an effective way to gauge your teams attitudes about any new collaborative project. "Hopes" reveal your teams' expectations about what can be accomplished. "Fears" reveal their doubts about making an investment to work together. This design thinking activity is an opportunity for your team to share their hopes and fears that underlie certain behaviours, but often go unsaid. It's a useful exercise for alleviating anxiety and rallying your team around common goals.

SCENARIO: **You've just landed your dream client project. Working small groups, use the Hopes and Fears framework** (outlined below) **to foster creative unity.**

TOOLS: Here's a **session framework** we made to help guide you through your own open discussion.

New to Jamboard? Here's a great video to quickly make you a master.

EXTRA READING: Want to dive deeper into this topic? Here are some other articles we found interesting and were inspired by:

Nudging Your Company Culture Toward Creativity

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