

7 Tips for BETTER BRAINSTORMING



1 HOW MIGHT WE...

Start with "How Might We..."

How Might We is a way to re-frame your problem, allowing more room for innovative ideas. If your problem is too broad, everyone will be stumped - too specific and it will limit creativity. Aim for the sweet spot in the middle.

Here's an example:

- ▶ **Too broad:** How might we reinvent travel
- ▶ **Too narrow:** How might we create an app to order cars?
- ▶ **Just right:** HMW connect unused vehicles to people who need a ride?

2 *stoke the* FIRE

Stoke the creative fire - warm-up

People in your brainstorming session were doing something completely different before your meeting. Creativity needs to be "stoked." Prior to generating ideas, spend time looking at inspiration, getting active, or playing a quick game.

Or try 30 in 30 on the back.

3 *give* QUIET TIME

Go solo first

Group think is real and it makes for terrible ideas. Ideating, individually first, reduces fear and judgment. After you've grounded everyone on the problem, allow at least 3 minutes of silent time to generate ideas, individually. Have each person share their ideas after and add them to the board as a group.

4 KEEP it SHORT

Use time-blocking

Break your brainstorming into 3-5 minute increments. More time rarely improves the initial ideas, but shorter time has a way of removing inhibitions.

5 CRANK UP the VOLUME

Go for more

Research says you need to try out 5 ideas to produce 1 smash hit. When it comes to ideas, volume is greater than quality in the early stages. Challenge your team to come up with 25 ideas before leaving the meeting.



6 YES! AND...

Don't "poke holes"

There'll be plenty of time for that later. At this stage, even the worst ideas need to go unchallenged. Bad ideas have a way of inspiring good ideas. Learn to embrace them, it's not like you have to get them tattooed on your arm.

7 BUILD it

Feedback + Prototype

After you have a number of ideas with potential, prototype them and get feedback. The best way of thinking through an idea is by making it. Once you can show the concept in real life, get feedback.

Bonus Tip: Avoid management in your early feedback rounds. Studies show your peers in a similar field are better at assessing the potential of new ideas.



CREATIVITY STROKE: 30 IN 30

When to use:
Before you begin brainstorming or as a break during long meetings.

Supplies:
Pens
Printout for each participant
Timer set for 30 seconds

Instructions:
Use the circles to draw as many objects as you can in 30 seconds. The person that uses the most circles in 30 seconds wins.

Compare drawings and see who had the most creative use of the circles.

