



A Guide to Unlocking Creativity

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About me

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**Download this
slide show to
follow along
during the
session.**

What is a brainstorm?

Solving Complex Problems

Brainstorming enables teams to break down intricate challenges into manageable components.

Bringing People Together

Brainstorming brings together individuals who work on different teams, have different mindsets, and think in different ways.

Team Building

Brainstorming as a group helps to build positive team culture organically.

Creating Buy-In

Brainstorming creates individual and group buy-in on projects and management innovations by being part of the problem-solving team.

think



Brainstorms are.....

Half Productive

Half Team-Building

and that's ok.

Not everyone will participate the same way... and that's OK.

Left Brain vs. Right Brain

People process questions and thoughts differently. Some react immediately and some need to process the information before responding.

Creative vs. Analytical

Creatives may thrive in this environment while analytical minds may struggle. It's the facilitator's job to ask leading questions and push both types of thinkers so they can participate and not get stuck.



Ice Breakers: Why do them?

Create a relaxed atmosphere

Build trust

Reset people's minds

Team building



Let's do an Ice Breaker!



Brainstorm DNA

Facilitator

This person will lead the brainstorm and offer question and thought provokers during the session when participants get stuck. This person will also provide boundaries and keep participants within them during the session.

Context

The group must understand why they are meeting and what the end goal of the session is. Everyone should also understand the meaning of brainstorming and what to expect from the brainstorming process.

Goal/Mission

What is the problem you are trying to solve? Write out a goal or mission statement for each brainstorm and provide it to participants at the start of the session.

Time Limit

No doubt your team could produce countless ideas, but there must be a limit on how long the session can run. Knowing that you need to solve a problem within one hour, for instance, will help the team focus on the job at hand and produce ideas faster. It will also keep everyone thinking about the same problem.

Brainstorm Types

Mind Mapping

Visual tool that helps organize ideas hierarchically.

Start with a central idea and branch out with related thoughts.

High level thinking.

Great for:

- Innovation
- New Product Creation

Round Robin

Start by brainstorming ideas as pairs or small groups. Then rotate between groups and build on the original idea.

High level thinking.

Great for:

- Goal Creation
- Process Development

Associative

Start by writing words that come to your mind, let your mind run free and write it all down.

Pass to someone else and build off their words.

Funneled thinking.

Great for:

- Naming
- Branding
- Values/Mission

Random

Start with what enters your head when the problem is first presented.

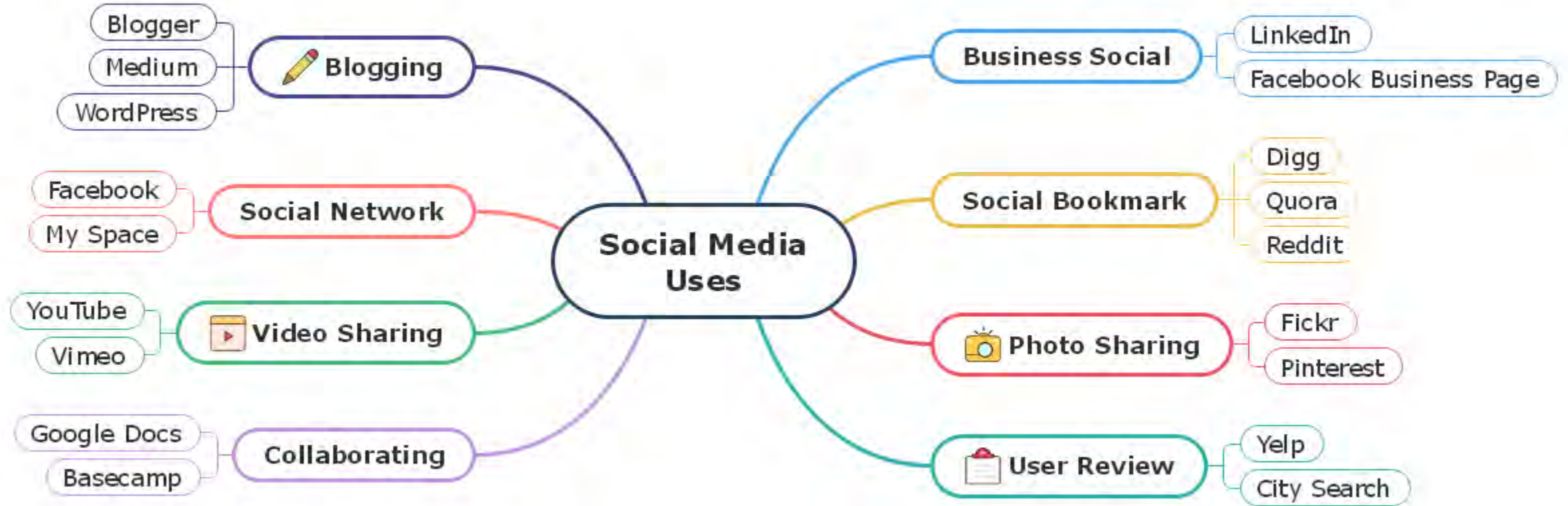
These are spontaneous thoughts that occur without prompts. Word dumping.

Funneled or High level thinking.

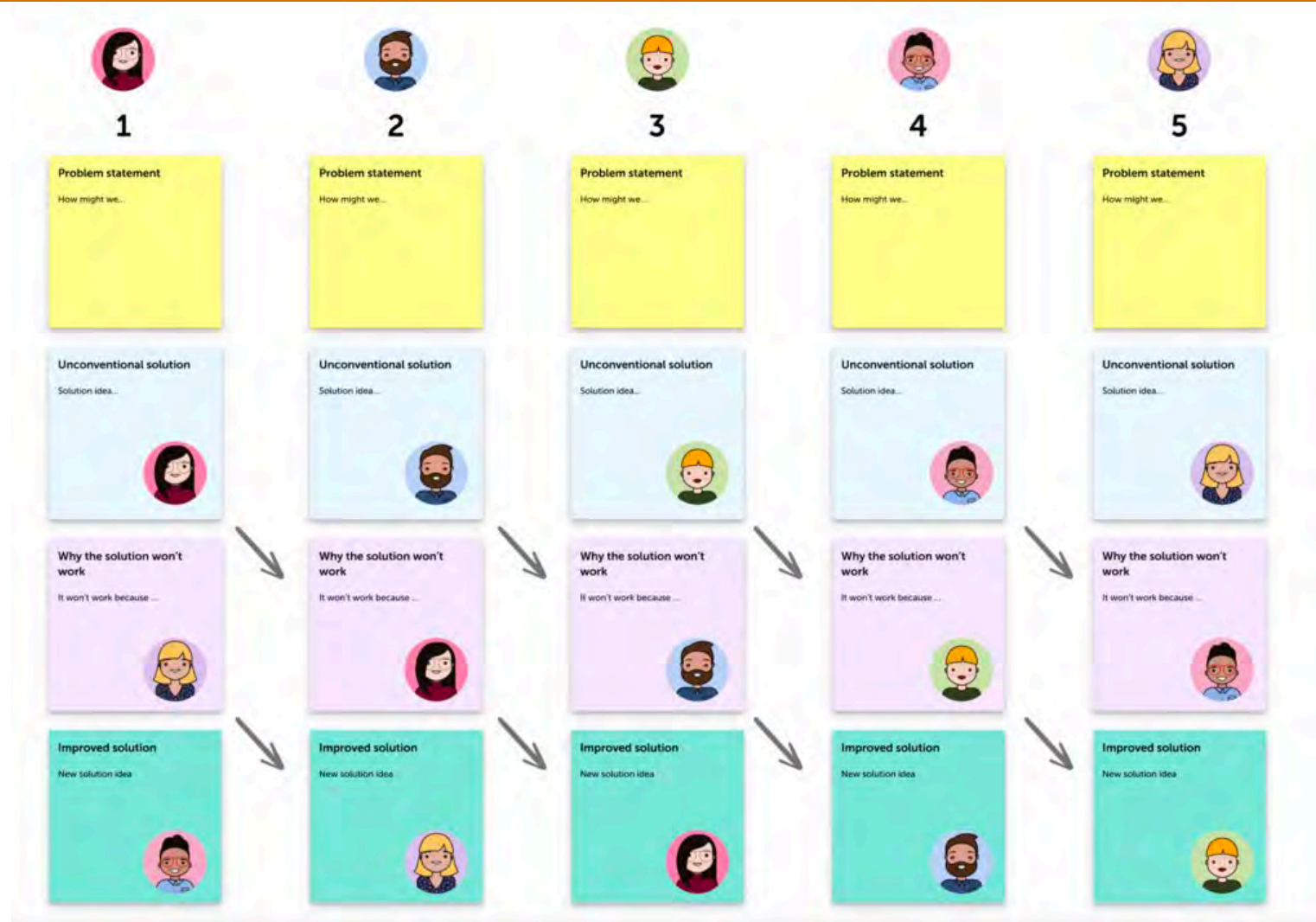
Great for:

- Starting Brainstorms
- Less Creative Participants

Mind Mapping Example



Round Robin Example



Associative Example

PAW ^{KICKER} - PAIN - "OUCH!" - NEEDLE - SYRINGE - JAB - DOCTOR - WAITING ^{ROOM}
|
TABLET - COMPUTER - DIGITAL - ECONOMY - GDP - GROWTH
|
BLADE - RAZOR - BEARD - SANTA - CHRISTMAS - TREE - PLANT
|
CUT - BLOOD - VAMPIRE - BITE - SNACK ^{PORTION} - SNACK - SWEET
|
OVEN - KITCHEN - CHEF - RECIPE - DOSE - POISON - SUGAR
|
HEAT - SUMMER - SWIMMING ^{POOL} - WATER - HEALTH - BODY
|
BIRTH ^{DAY} - CAKE - ^{BACK} ^{FOREST} - SINGS - RADIO - MUSIC - SOUL - MIND
|
CANDLES - BLOW - WIND - STORM - RAIN - SLOWLY - WET - T-^{SHIRT}



Let's try some!



**Grab your phone and go to:
menti.com**

Tools



Post-It Notes

I should buy stock in them for how many I use.

Poster-size can help organize smaller ones.



Mentimeter

Interactive engagement software for meetings.



Miro

Digital collaboration platform.

Online sticky note boards with comments in real time.

Creative requests					
Table view					
	Owner	Timeline	Status	Due date	Files
New requests					
New product video	[Avatar]	[Progress bar]	Live	Oct 12	[File icon]
Assets for May blog posts	[Avatar]	[Progress bar]	Working on it	Oct 17	[File icon]
FB campaigns	[Avatar]	[Progress bar]	Working on it	Oct 28	[File icon]
In progress					
October promo launch	[Avatar]	[Progress bar]	Live	Sep 8	[File icon]
A/B test for landing page	[Avatar]	[Progress bar]	On hold	Sep 15	
New YouTube campaign	[Avatar]	[Progress bar]	Live	Sep 22	[File icon]

Monday.com

Project management software.


Has apps and plug-ins for brainstorming.



Collect every note, thought, idea that occurred during your brainstorm.



Talk through the outcome of your brainstorm. Were you surprised by any answers? Do you disagree or agree?



Create an action plan with how to use the data you have collected.

This sometimes happens at the end of the brainstorm, or sometimes happens after the brainstorm is over.



Questions?



Thank You

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Scan Me!

**Scan the QR
code for the
session
evaluation for
OPRA.**

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