

# 10 BRAINSTORMING TECHNIQUES

“There are NO bad ideas in a brainstorm”

- 1. FLOOD THE ZONE** - Generating lots of ideas oils the wheels of the imagination and sparks new connections. Pour them out until great ones start to emerge.
- 2. THE THREE MINUTE VOMIT** - Give everybody a pad and pen and they have to generate as many ideas as possible in 3 minutes - *no pausing!*
- 3. MOONSHOT TECHNIQUE** - Brainstorm a goal that is wildly ambitious. It stops you from thinking small - and you will stumble across ideas you otherwise would have missed.
- 4. UNLIMITED RESOURCES** - Imagine you have them! It stops you from closing down brainstorming avenues. You'll be surprised how many doable ideas come up.
- 5. TAKE AWAY AN OPTION** - This forces you to think more creatively about your remaining options/resources. It stops you reaching for the lazy solution.
- 6. NO PLAN B** - What if your life depended upon reaching a brilliant idea? Would you choose the first thing that came up? No, you would push through to an idea that would give you the best possible chance of success.
- 7. GET A DIFFERENT MIND IN** - When your mind can't crack a problem, you need another mind. Everybody knows somebody smart, with different experiences, that can bring a different and challenging perspective (and has no political baggage!).
- 8. HOLD A MEETING ON A WALK** - Creative output increases by up to 60% on a walk.
- 9. PUT YOUR IDEAS AWAY** - If there's time, put your incomplete - or brilliant - ideas away and let them percolate for a while. When you return you might have new ideas.
- 10. GO ONE FURTHER** - The best - and hardest - technique: once that first really good idea comes along, note it - then better it. And better the next one. And the *next*. And keep going as far as you can...!

