

Brainstorming

How to Create More Ideas and Better Ideas

Scott Reed
April 28, 2022

About Me



CBS.com

Agenda

Brainstorming



01

Definition



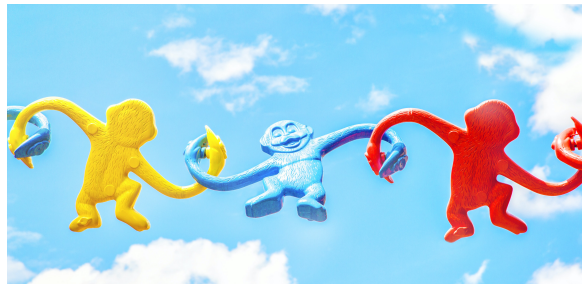
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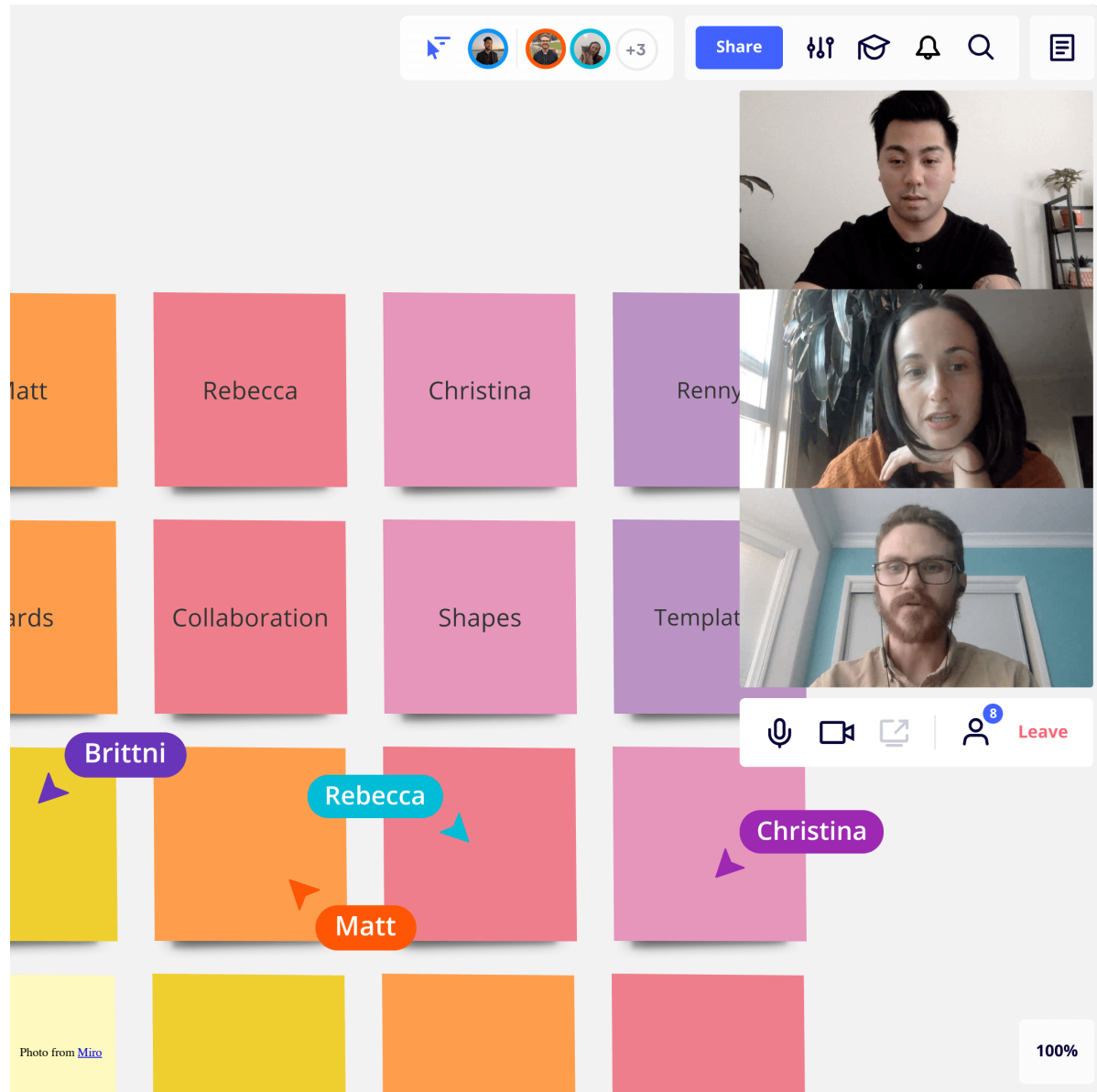
Wild Ideas



03

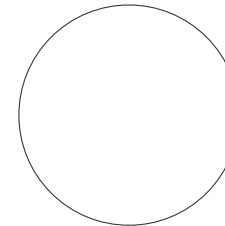
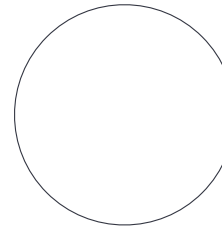
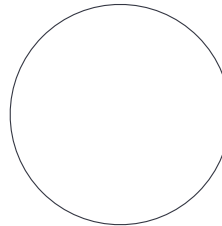
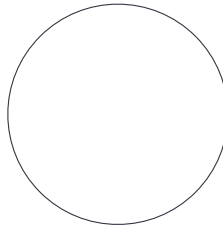
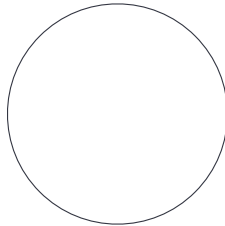
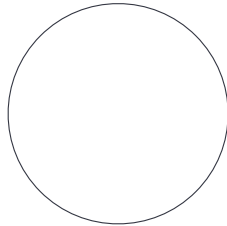
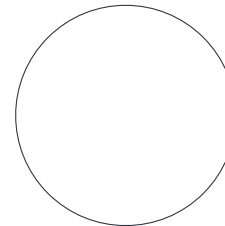
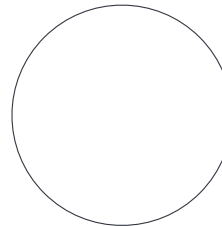
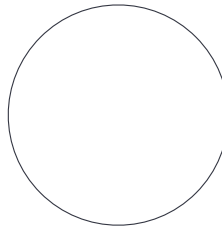
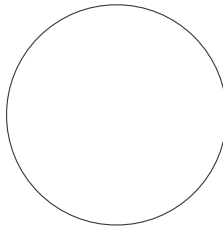
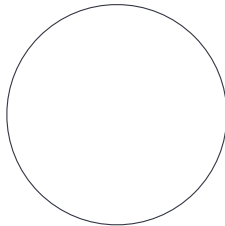
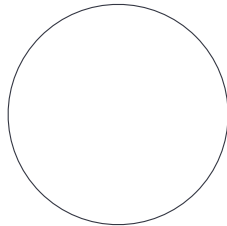
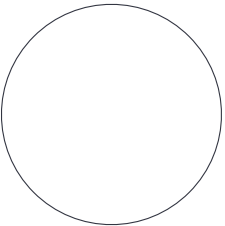
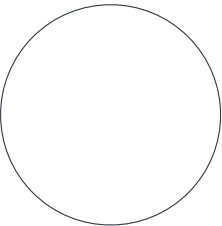
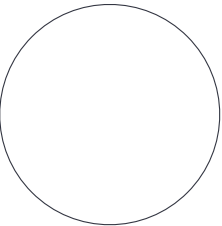
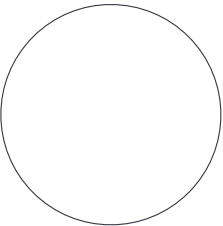
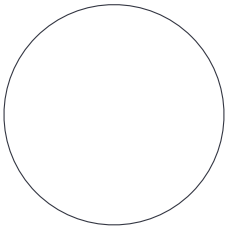
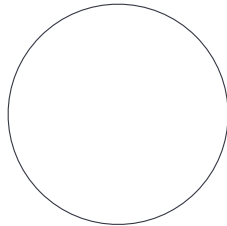
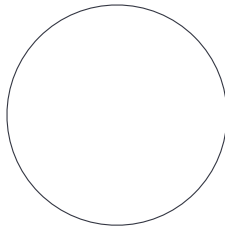
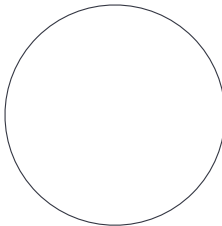
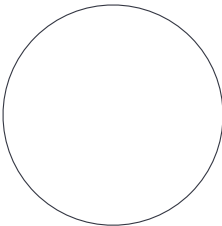
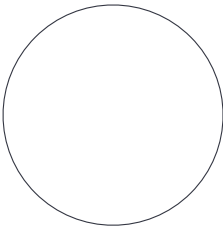
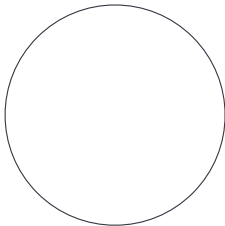
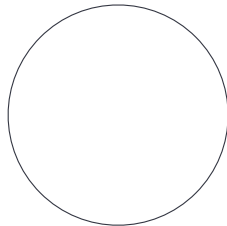
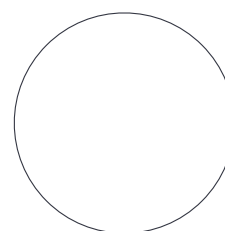
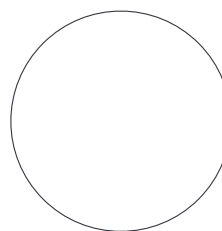
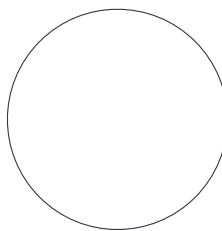
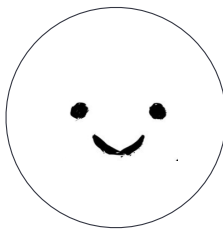
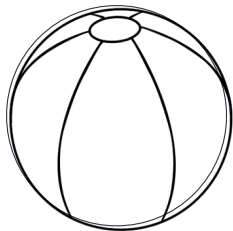
Best Practices








Warm-Up



Idea generation is all about fluency and flexibility.

Exactly what is brainstorming?



Brainstorming is an ideation technique for coming up with many possible solutions to a given problem. While brainstorming, you're in divergent thinking mode, which is a generative, open, and creative mindset that can help you get to innovative solutions.

Ideo

[Photo by Kyle Hinkson on Unsplash](#)

Brainstorming

An **ideation technique** for coming up with many possible solutions to a given problem. While brainstorming, you're in divergent thinking mode, which is a generative, open, and creative mindset that can help you get to innovative solutions.

Ideo

Brainstorming

An ideation technique for coming up with many **possible solutions** to a given problem. While brainstorming, you're in divergent thinking mode, which is a generative, open, and creative mindset that can help you get to innovative solutions.

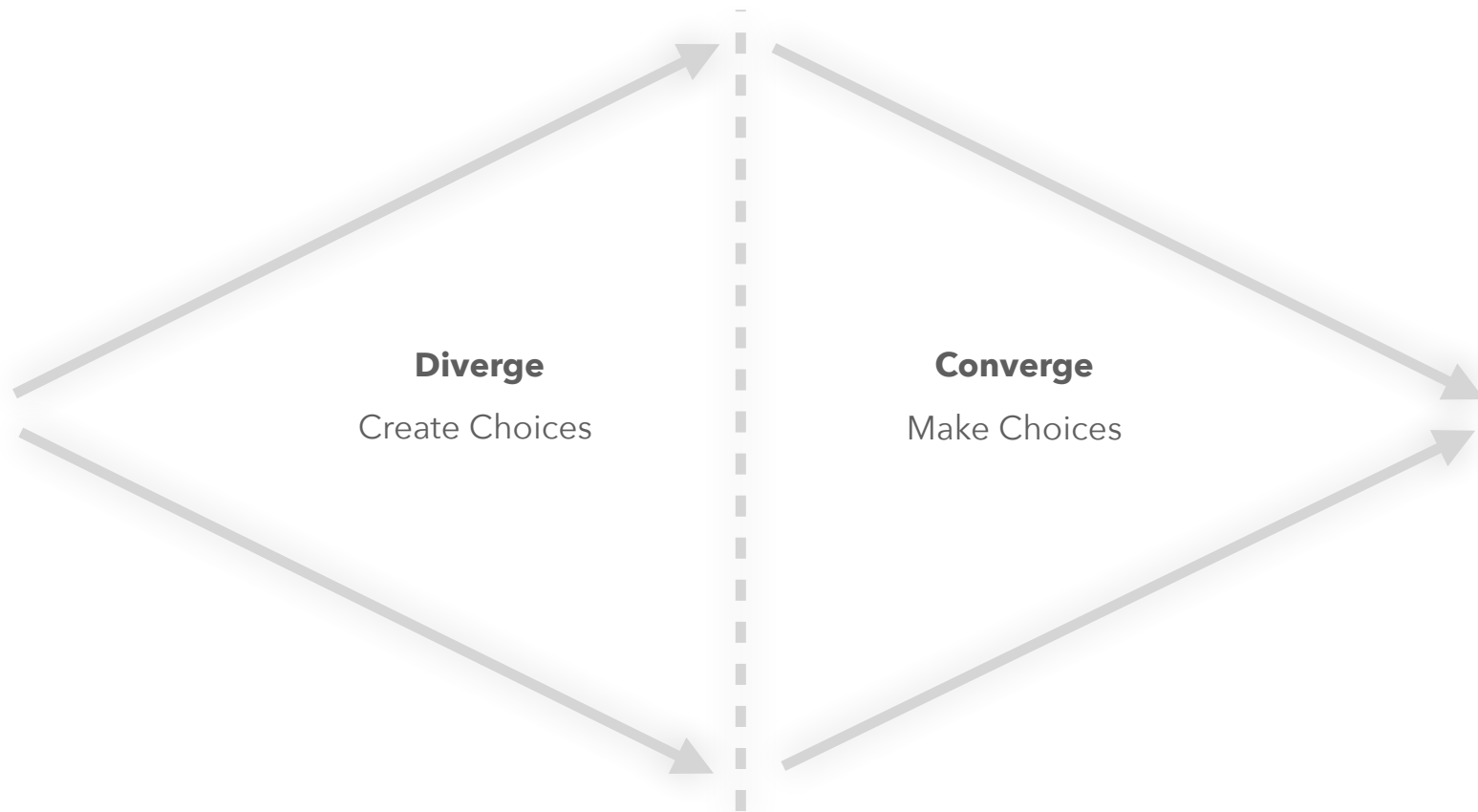
Ideo

Brainstorming

An ideation technique for coming up with many possible solutions to a given problem. While brainstorming, you're in **divergent thinking** mode, which is a generative, open, and creative mindset that can help you get to innovative solutions.

Creative Process

Consists of cycles of diverge and convergent thinking



Brainstorming

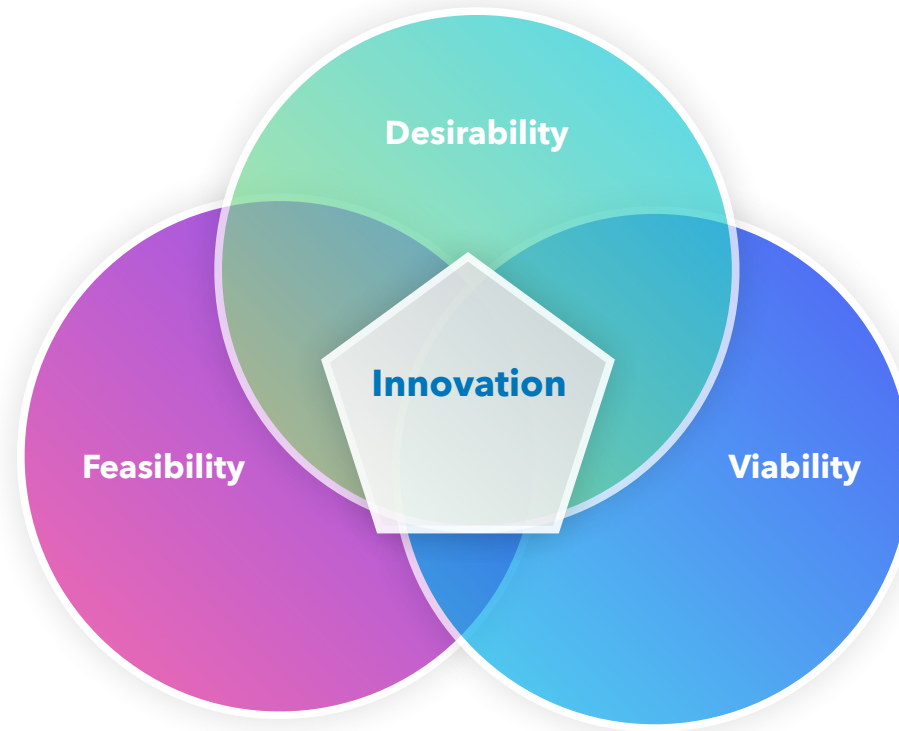
An ideation technique for coming up with many possible solutions to a given problem. While brainstorming, you're in divergent thinking mode, which is a **generative, open, and creative mindset** that can help you get to innovative solutions.

Brainstorming

An ideation technique for coming up with many possible solutions to a given problem. While brainstorming, you're in divergent thinking mode, which is a generative, open, and creative mindset that can help you get to **innovative solutions**.

Innovation

Feasibility + Viability + Desirability = Innovation



Brainstorming

An ideation technique for coming up with many possible solutions to a given problem. While brainstorming, you're in divergent thinking mode, which is a generative, open, and creative mindset that can help you get to innovative solutions.

Benefits

1

Produce many ideas

2

Generate ideas quickly

3

Improve team collaboration

4

Build enthusiasm

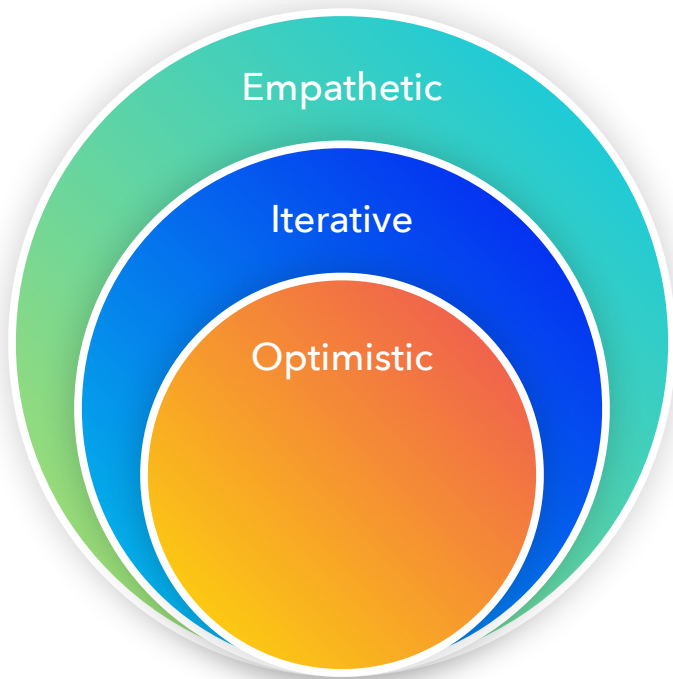
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Solve tricky problems



Brainstorming

Rooted in Design



- **Empathetic**
Builds an environment where everyone can contribute –introverts, extroverts, frontline and leadership.
- **Iterative**
Creative spaces let ideas flow so people can build from each other's ideas.
- **Optimistic**
Considers how things could be. Being optimistic is to dream—to think of alternate possibilities. Often embodied as yes, and...

More ideas and better ideas



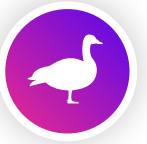
Photo by Clark Tibbs on Unsplash

Wild Ideas

Exercise



Go for quantity over quality



Silly and smart



Divergent thinking

Photo by [Geran de Klerk](#) on [Unsplash](#)

Brainstorming More and Better Ideas



A brick manufacture. Sales are down 20%!




Come up with more creative uses for bricks.

Even more ideas?



What's the *most wild* idea you can think of?



**"ALL IDEAS
GROW OUT OF
OTHER IDEAS."**

— ANISH KAPOOR

Suspend Judgment



POP TV, Schitts Creek.

Brainstorming Suspend Judgment

Greenhousing

Suspend Judgment



Protect and nurture ideas



Suspend judgment



Behaviors

IBX, Center for Innovation

Photo by [Zoe Schaeffer](#) on [Unsplash](#)

Brainstorming Suspend Judgment



Suspending Judgment

Common Questions

How can I suspend my judgment if I truly do not agree with someone?

Isn't collecting silly ideas a waste of time?

If I suspend judgment of something that I think is wrong, how will I get a chance to critique?

What if I know an idea won't work?

Isn't this a chaotic discussion that can go on in numerous directions?

Making it happen / Showing up

Brainstorming

How to Plan for a Brainstorming Session



Phase 1

Setup

- Frame a question (how might we... in what ways might we...)
- Share inspiration and insights
- Creative mindset

IDEO

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Phase 2

Facilitation

- Loosen everyone up
- Start with individual brainstorming
- Share ideas as a small or large group and build on ideas
- Time is your friend

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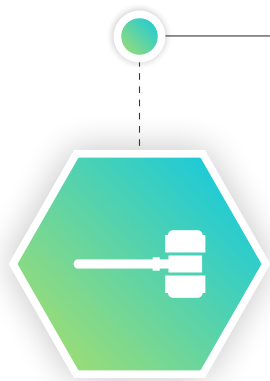


Takeaways

- Group ideas into themes
- Vote on favorite ideas—all ideas are not equal
- Define next steps

Best Practices for Brainstorming

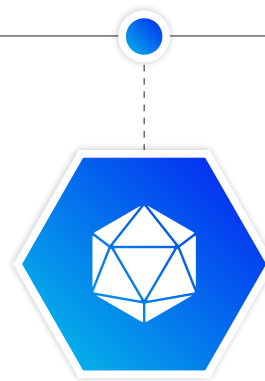
How to Show Up for Brainstorming



**Suspend
Judgment**



**Embrace Wild
Ideas**



**Build on Ideas
of Others**



**Stay Focused
on the Topic**

Best Practices for Brainstorming

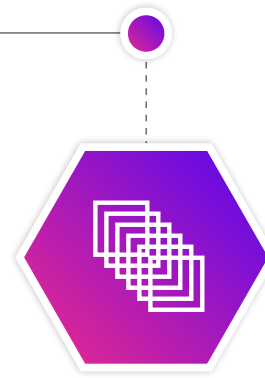
How to Show Up for Brainstorming, continued



**One Conversation
at a Time**



Be Visual



**Go for
Quantity**

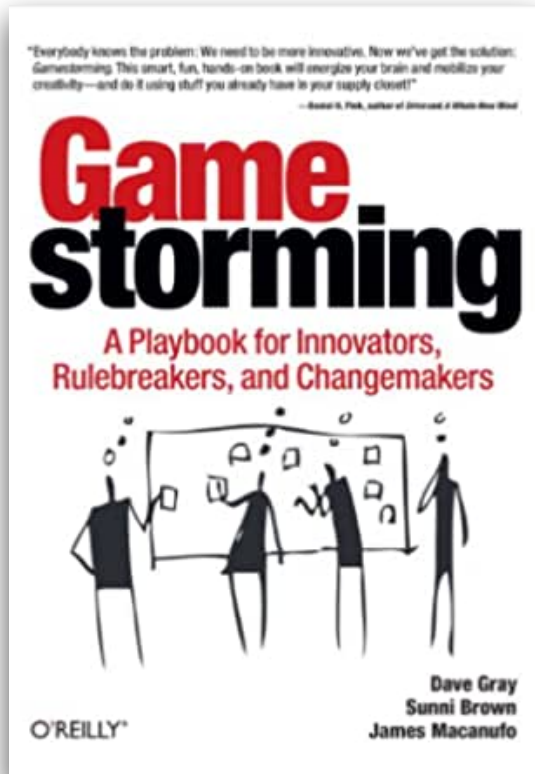
IDEO

Resources



Learn How to Use the Best Ideation Methods: SCAMPER

Interaction Design Foundation



Game Storming

Dave Gray, Sunni Brown, and James Macanuso

Thank you

Brainstorming

How to Create More Ideas and Better Ideas

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