Today’s Challenge

How Might We…

Improve the dissemination of key information to GSG constituents?
“It’s not about coming up with the ‘right’ idea, it’s about generating the broadest range of possibilities.”
BRAINSTORMING – WHY?

Accessing the unconscious problem solving part of the brain

Using a group-dynamics process to stimulate rapid non-linear association

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4 Steps of Brainstorming

FRAME a good problem

WARM UP

Use BRAINSTORMING RULES to get lots of ideas

SELECT ideas based on a specific criterion, and

EXTRACT INSIGHTS for follow-up
Brainstorming Rules

Defer judgment
Go for volume
Encourage wild ideas
Build on the ideas of others

Innovators know that it is easier to tame a crazy idea than to think up a viable and innovative solution from scratch.
WHY WILD IDEAS?

We are trying to solve a problem…

And coming up with ideas…

And we get stuck

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WHY WILD IDEAS?

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WHY WILD IDEAS?

But every time we try to think of something outside the box, we end up back inside

OUR ASSUMPTIONS ARE TOO STRONG!

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WHY WILD IDEAS?

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Brainstorm Warm-up