



BRAIN STORMING IDEAS

Serviceexcellence –
Training & Development

BRAIN STORMING

Brainstorming is a method developed by Alex F. Osborn in 1939 and modified by Charles Hutchison Clark to promote the generation of new, unusual ideas in a group of people.

This kind of creation of new approaches still serves countless companies and teams today to act innovatively at the cutting edge.

However, which way is right for you? What ideas are there for brainstorming?

I offer you a range of ideas, tools and tips on worldwide proven and tested brainstorming activities today!



CRAWFORD

Give out sets of paper slips to everyone in the group. Depending on how many ideas you want back, give them anything from 5 to 50 slips. You can use chopped up pieces of paper and also use Post-It notes.

Ask the group for ideas on a topic. Be specific or general, depending on how wide a range of responses you are seeking. Tell them to write one idea per slip (otherwise you will receive lots on one slip from enthusiastic participants).

You may wish to promise them a summary of responses. This will usually encourage them to keep participating.

When they are slowing down and running out of ideas, or after a predetermined period (usually several minutes), ask them to hand in the slips.

You can ask for answers to questions more than once in a session. When you do so, be careful to separate the ideas from each session from one another and keep them along with a copy of the question asked.

Off-line, you can explore and collate the answers, for example grouping them into similar categories and using these to trigger further thoughts.

Example

In a presentation on forestry, I ask for ideas on how to preserve forests in urban areas and how to make walking in the forest fun. Each time I hand out slips and get back loads of great ideas.

I email everyone afterwards with a thank-you note and a summary of what they said and what I will be doing as a result of their great ideas.



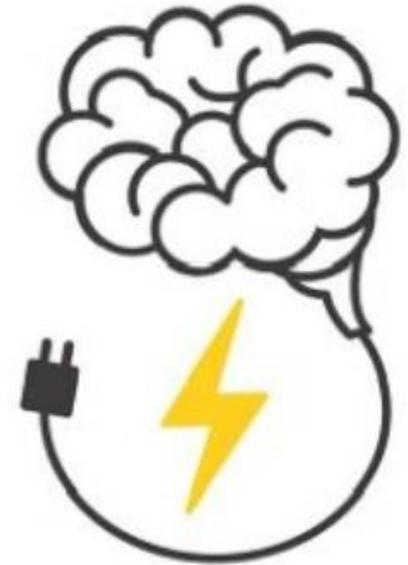
ROUND-ROBIN BRAINSTORMING METHOD

How does it work?

1. All team members sit around a table. Each has an index card to record ideas on their own individual card. This is the start.
2. The facilitator explains the challenge as accurately as possible, answers questions and keeps the discussions to a minimum. The goal of this step is that members should think of solutions by themselves.
3. Each member writes as many solutions as possible on their index card.
4. Once everyone is done with writing their one ideas, people switch cards. This can be done by passing the index card to the person on either side – so all cards move clockwise or counterclockwise – or just randomly switching cards.
5. Now, each person holds the card of another team member and has to come up with new ideas by building on what he received.
6. The card switching goes on until everyone has received the card of all the team members left.
7. Ideas are evaluated according to the goals and to their feasibility. Don't throw away the ideas that haven't made the cut. Store them! Some might prove very useful when the same issue occurs or when you have better resources to make them happen.

As a personal note, it is a great idea for the facilitator to warm-up the session before the real issue is brought onto the table.

Not only it relieves stress and brings everyone into the problem-solving mood, it also gives an idea to the facilitator on the dynamics of the group.



BRAINSTORM

THE STEPLADDER TECHNIQUE

...has five basic steps. Here's how it works:

Step 1: Before getting together as a group, present the task or problem to all members. Give everyone sufficient time to think about what needs to be done and to form their own opinions on how to best accomplish the task or solve the problem.

Step 2: Form a core group of two members. Have them discuss the problem.

Step 3: Add a third group member to the core group. The third member presents ideas to the first two members BEFORE hearing the ideas that have already been discussed. After all three members have laid out their solutions and ideas, they discuss their options together.

Step 4: Repeat the same process by adding a fourth member, and so on, to the group. Allow time for discussion after each additional member has presented his or her ideas.

Step 5: Reach a final decision only after all members have been brought in and presented their ideas.



BRAIN STROMING IDEAS

I hope that you had a productive time, working on new ways and tools for your team, customers and business.

As the “Top 100 Leaders in Education and Learning” and a Kirckpatrick Certified Business Development Coach it would be my pleasure to connect with you.

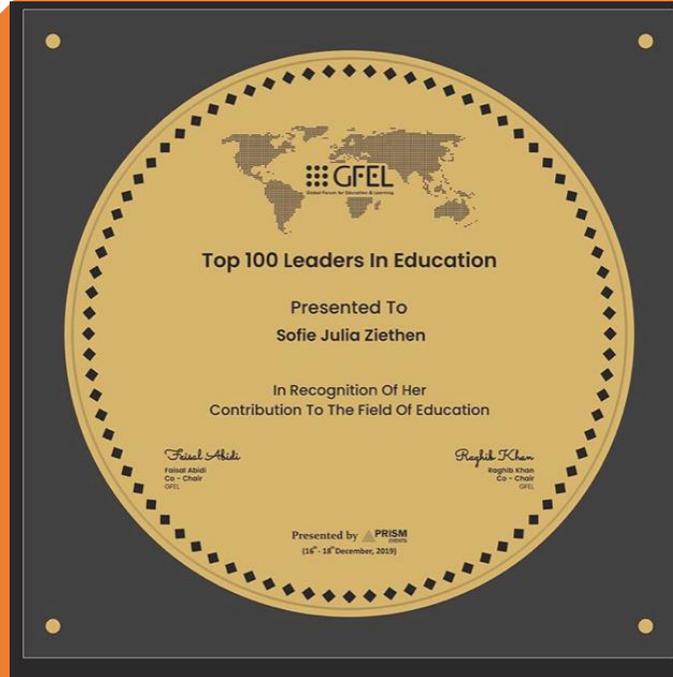
Let us review your results together.

If you wish to take the analysis to the next level and work on how to realize these results in your professional and personal environment, contact me.

Thank you,

Sofie J. Ziethen, MS.c.

Action to Success Coach, CEO



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