Creativity Session

Frank

Agenda

Overview

Brainstorming objectives

Rules

Brainstorming activities

Summarize

Next steps

Overview

Quick overview of what this meeting is all about

Agenda

What to expect

What’s next

Follow up meeting TBD

Brainstorming Objectives

Describe the objective(s) of the exercise

New product or service ideas?

New feature ideas?

Feature/product naming?

Promotion ideas?

New process for doing something?

Define top requirements or restrictions

Cost

Resources

Rules

No idea is a bad idea

Be creative

Take risks

No criticism allowed

Brainstorming Activity

Generate ideas

Use games and exercises to “warm up” your creative thinking

When ideas slow down, try another exercise to generate fresh ideas

Breaking into smaller groups may be helpful

Use a computer to capture every comment/idea

Ideas

Many of life's failures are people who did not realize how close they were to success when they gave up.

Thomas A. Edison

Summarize

Review ideas

Vote on top candidates and consolidate

Check requirements and restrictions

Trim list to top 5-10 ideas

Next Steps

Describe what happens next:

Research the ideas generated?

Follow up with larger group?

Generate action items for follow-up:

Start turning ideas into reality