# 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