

# TAKING THE SCARY OUT OF BRAINSTORM PREPARATION

		your GAME PLAN			
OBJECTIVES	LOCATION	MATERIALS	PEOPLE	AGENDA	RULES

# THINGS TO consider

## OBJECTIVES

How many ideas do you want to generate?

What is the problem you want to solve?

What are the details of what your solution needs to fulfill?

## LOCATION

Find a location that has the following:

Comfortable seating for all attendees Space to get up and move around A whiteboard or flip chart to draw and write on A round table (if possible)

### MATERIALS

Make a list of all the materials you will need.

Some examples might be: White board, markers, and eraser Flip chart Post-It Notes Pens Paper or notebooks A timer

# PEOPLE

Make a list of all the people who should attend.

Some examples could include: Key stakeholders Creatives Technology specialists Copywriters Designers Project managers

## AGENDA

Set and send out an agenda in advance.

#### Sample agenda:

Project overview (30 minutes) Individual brainstorming (15 minutes) Group brainstorming (30 minutes) Debrief (15 minutes)

# RULES

Rules help keep everyone aligned during the brainstorm.

#### Example rules:

Defer judgement.
Encourage wild ideas.
Build on ideas of others.
A. Stay focused.
One conversation at a time.
Be visual.
T. Go for quantity.