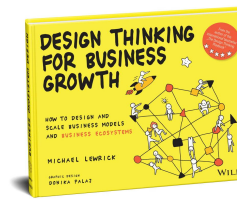


BRAINSTORMING



Lewrick, M.
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Quick guide: Start with an open *brainstorming session* - preferably based on a HMW question. In addition, questions such as "How might we...?" or "What possibilities are there...?" to initialize and enliven the brainstorming. Before starting brainstorming, reflect on the most important brainstorming rules so that everyone knows the rules of the game.

More tips & tricks for this template on book page: 197

brainstorming Rules

Note the brainstorming rules

#1 Creative confidence



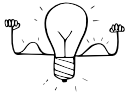
#2 Quantity before quality



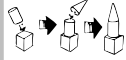
#3 Visualize ideas



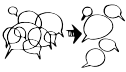
#4 Use gestures



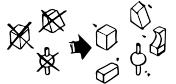
#5 Build on the ideas of others



#6 One person speaks at the time



#7 No prejudices



#8 Continue to brainstorm



#9 Fail often and early



Brainstorming Session

Carry out brainstorming appropriate to the current goal achievement. Keep it open or refer it specifically to a HMW question. If it's hard to start or stalls, ask...



"How might we..."

Clusters

Cluster the ideas



Findings

Document your findings and planned next steps.



1

2

3

4

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