

A stylized illustration of a spiral-bound notebook. The notebook is white with a red spiral binding at the top. The word "Brainstorming" is written in a blue, italicized serif font in the upper center. Below it, the word "Title" is written in a black serif font. The notebook is set against a dark blue background.

Brainstorming

Title

Agenda

- ☐ The aims of this brainstorming
- ☐ The rules of brainstorming
- ☐ Active, collective brainstorming
- ☐ Summary of the results

The aims of this brainstorming

- ☐ Description of the aims
 - ☐ Ideas about a new product or service?
 - ☐ Name for characteristic/product?
 - ☐ Ideas about advertising?

Rules

- ❑ No idea is a bad idea
- ❑ Be creative
- ❑ Take risks
- ❑ No criticism allowed at this point

Active brainstorming

☐ Developing ideas

- ☐ Inspire creative thinking with games and exercises
- ☐ When ideas run dry start new exercises to develop new impulses
- ☐ Note ideas

Summary

- ☐ Choosing the best ideas and developing them further
- ☐ Examine the requirements and restrictions
- ☐ Confine the list to 5-10 of the best ideas

The next steps

- ☐ Define the next steps
 - ☐ Analyze the ideas developed?
 - ☐ Continue with a larger group?
- ☐ Develop tasks to follow up on
 - ☐ Turning ideas to reality