

Solo Brainstorm

Instructions: Before you begin brainstorming as a team, try to generate a few ideas on your own using the HMW questions you wrote. Don't forget the rules of brainstorming - hold yourself accountable to those rules as you come up with ideas. Once you have an idea, sketch in the box below. Sketching does not need to be a masterpiece, just a quick representation of you idea. Then, give your idea a title and describe it in detail. When you start your brainstorm as a team, have each person share their first three ideas in order to spark new thinking for the group.

PREPARE TO
BRAINSTORMSOLO
BRAINSTORMGROUP
BRAINSTORMIDEA
SELECTION

RULES OF BRAINSTORMING...

- Generate as many ideas as possible - go for quantity over quality at this point in the process
- Encourage out of the box, wild ideas that have never been tried before
- Build on the ideas of others - say, "Yes, and!"
- Don't be negative about other people's ideas - or your own!
- Let go of your expertise - even if you have already tried something, maybe it would be worth trying again
- Stay focused and work as a team
- Show and say your idea so that your teammates can remember it and use it as inspiration

1 HMW...

2 HMW...

3 HMW...

SKETCH YOUR IDEA.

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DESCRIBE YOUR IDEA IN 1-2 SENTENCES.

Who, what, where, when, why.

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Who, what, where, when, why.

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