



The "How To" of Expert Brainstorming Techniques & Activities for Generating Ideas with Individuals, Groups, & Organizations

Before we start: What questions are on
your mind about brainstorming or idea
generating in general? Just chat over
numerous questions.

*Be sure to have a journal or paper to do the
activities & capture your ideas & thoughts*



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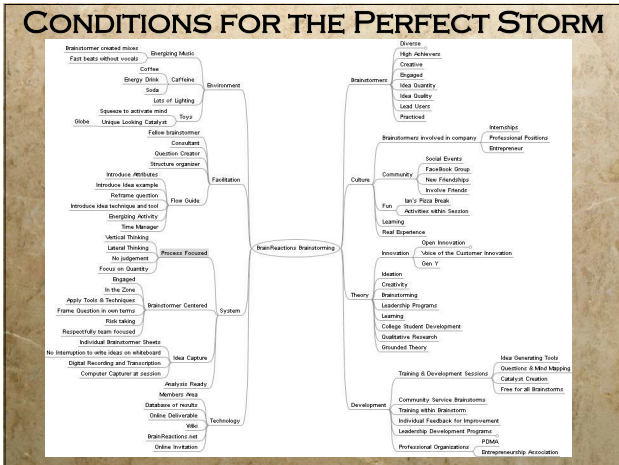
KEEP AN IDEA JOURNAL



FRAMING YOUR CHALLENGE

- Market online for new sales
- Improve website for customers
- Market and sell to target market
- Communicate with public
- New products & services
- Gain more customers
- Generate more revenue
- Improve our organization











PUMPING IDEAS OUT FROM WITHIN



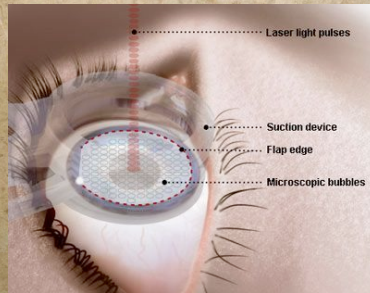
CONNECTIONS



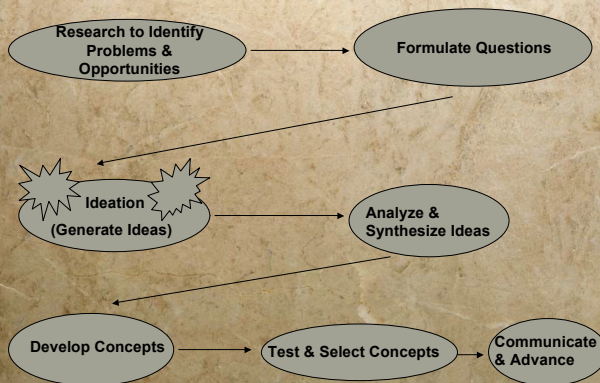
BREAKTHROUGH IDEAS



DISRUPTIVE INNOVATIONS



Innovation System



Planning, Facilitating, & Analyzing Where do you spend your time?

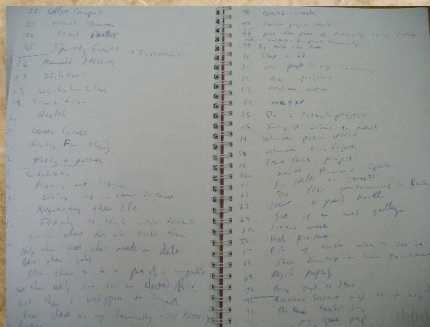
BEFORE THE STORM **BRAINSTORM** **AFTER THE STORM**
13.5 HOURS 3 HOURS 13.5 HOURS
45% OF TIME 10% OF TIME 45% OF TIME

THE MORE TIME INVESTED INTO PLANNING BEFORE THE STORM =
THE MORE IDEAS YOU WILL GAIN DURING THE BRAINSTORM =
THE MORE TIME NEEDED TO ANALYZE IDEAS AFTER THE STORM

TIPS FOR GENERATING IDEAS

- CAPTURE ALL OF YOUR IDEAS. WRITE EVERYTHING DOWN ON YOUR IDEA LIST SHEETS OR CAPTURE WITH YOUR COMPUTER.
- FOCUS ON QUANTITY. TRY TO GENERATE HUNDREDS OF IDEAS!
- DO NOT JUDGE YOUR IDEAS. WE ARE ONLY AT THE IDEA GENERATION STAGE NOW. YOU WILL BE ABLE TO ANALYZE AND JUDGE LATER.
- QUALITY COMES FROM QUANTITY. IF YOU COME UP WITH 100 IDEAS, ODDS ARE SOME OF THEM WILL BE GREAT. WHEN FINISHED, REVIEW YOUR LIST AND SELECT THE BEST TO DEVELOP FURTHER. THE BEST IDEAS COME TOWARDS THE END.

INDIVIDUAL IDEA CAPTURE & LIST




Activity

Quick Top of the Mind "BrainRain" of Question Ideas

1. How do we help companies generate more ideas as part of their culture?
2. How do we help an individual choose and be facilitated through their own innovation project?
3. How do we help companies generate ideas focused on real problems from their stakeholders?
4. How could a person innovate their organization from their own space?
5. How do we use Web 2.0 to train people in innovation?
6. How do we help others be systematic, creative, & collaborative in ideation?
7. What types of innovation activities could we automate online?
8. How to help healthcare organizations innovate?
9. How do we make innovation or brainstorming training common like management training?
10. How do we intersect the trend of e-learning with brainstorming?
11. How do we enable colleges to create and foster entrepreneurial ideas?
12. How could we virtually facilitate innovation & ideation sessions?


QUESTION CREATION

 **BrainReactions.net**
ONLINE BRAINSTORMING

Sign-up | Login

Home | Brainstorming Rooms | **Open Brainstorms** | My Account | Customer Support/Feedback

Open Brainstorms | Brainstorms | [New Open Brainstorm](#)



How can plastic grocery bags be creatively reduced, reused, or recycled?
These littering bags waste petroleum and aren't very biodegradable. How can they be minimized or utilized better? What are creative ways to reuse them? ALL CAN JOIN US HERE AT 4pm CST (21:00 GMT) ON WEDNESDAY, OCTOBER 10 TO BRAINSTORM THIS LIVE!
[Previous](#) | [Random Brainstorm](#) | [Next](#)

[Email Ideas](#) | [Invite People](#)

Brainstorming Tips: Focus on generating a high quantity of ideas. Don't judge ideas. Invite other people to add ideas.

New Ideas:

500 Characters Left

Enjoy Open Brainstorming?
Get daily brainstorming by email:

Delivered by FeedBurner

223 ideas from 41 people at BrainReactions.net



Activity

Questions that grow in different directions

How do you innovate in a structural context of scarcity/bureaucracy?

In what ways might you foster innovation?

What are new ideas that might innovate your personal life, organization, department, or project?

← Innovate-Resources-Time-Efficiency-Technology

Org-Dept-Project-E-Learning - Web 2.0 - Social Networks - Facebook/Twitter

TECHNOLOGY PRODUCTS BRAINSTORM

1. Capturing and sharing the moment – How do you take a great picture (keep it from being blurry, poor settings)? How do you get it from your camera to your friends?

- a. Digital cameras b. Video cameras c. PC applications (Iphoto)
- d. Web applications (YouTube, Flickr) e. Printers & services (Ofoto)

2. How could your cell phone be a better tool for you to get around locally? What could a cell phone give you that would make life easier? What else would you like to control using your cell phone?

- a. GPS b. Web access c. Apps d. Home automation

3. There are technologies that can drop a liquid's temperature by 30 degrees in 3 minutes in golf ball sized package – how would you use it? What if it was a quarter-sized package? What could new applications or products be?

- a. Coolers b. Ice makers c. Commercial, Residential (freezers)
- d. Packaging – cans, bottles e. Healthcare (Injuries/organs)



YOUNG ENTREPRENEURS

Online Face Time

No. 1: Mark Zuckerberg

Facebook

Pal

Fol

Ag

YOUNG ENTREPRENEURS

Fountain of Youthful Creativity

No. 5: Anand Chhatpar

BrainReactions

www.brainreactions.com

Madison, Wis.

Founded: 2004

Age: 24

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Like many entrepreneurs, Anand Chhatpar came up with the idea for his startup, BrainReactions, while still a college student. In Chhatpar's case, he was at the University of Wisconsin, Madison. Having learned about ethnographic research and prototyping while an intern at Pitney Bowes' Advanced Concept Technology Center, Chhatpar thought he could use knowledge gained there to tap into the creativity of bright young minds. He launched BrainReactions, a pool of 200 professional brainstormers who create new product features, crack new market segments, and develop customer-service improvements for clients.

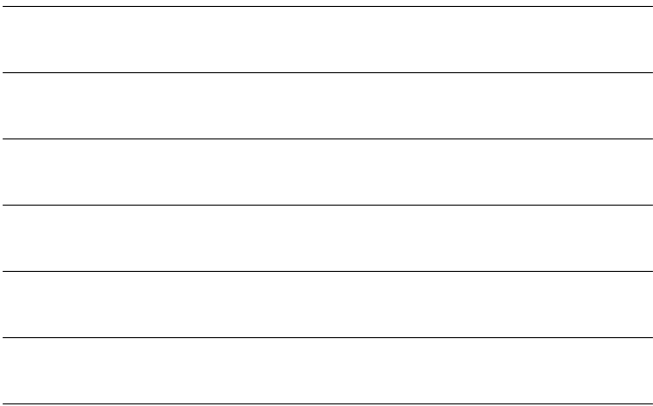


BusinessWeek

2 of 11

BusinessWeek

10 of 11



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6. WHAT MIGHT WE CREATE NEW SYSTEMATICALLY & PROVIDE EXPERIENCE IN INNOVATION THROUGH ORGANIZATION AND INDIVIDUAL PROJECT STARTS?

NEW 6A. WHAT ARE IDEAS AROUND NEW PRODUCTS TO CREATE TO HELP PEOPLE INNOVATE IN OUR ORGANIZATION?

NEW 6B. WHAT ARE PRODUCTS THAT WOULD ALLOW ANY INDIVIDUAL IN OUR ORGANIZATION A CHANCE TO CREATE, CAPTURE, AND DEPOSIT, AND SHARE 10 IDEAS WITH COLLEAGUES?

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SAM V Questions

Stories
Analogies
Metaphors

Visuals

Create Questions that Generate Ideas that Stick!

Catalyzing Questions

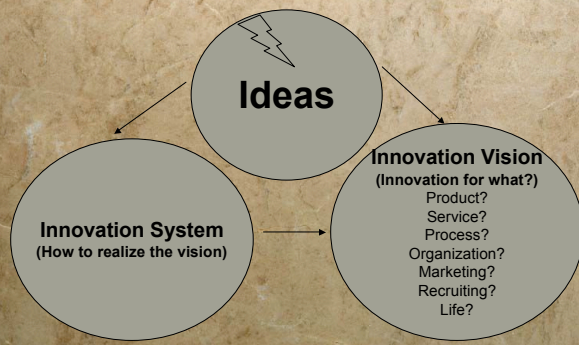
Experiences
Nuisances
Benefits
Other Products

Quick Wins

Create Questions that Access the Relevant Ideas

The Power of Ideas

Powered by Engaged Collaborative Innovative People



PROGRAM TO PROFESSIONALIZE BRAINSTORMERS

Train and develop the most creative consumers, brainstormers, and innovators

- RECRUITING
- SCREENING
- ASSESSING
- PROFILING
- TRAINING
- SELECTING
- INNOVATING
- PERFORMANCE HISTORY:
- 2006 FIRST 10 PRO BRAINSTORMS AVERAGED 427 IDEAS PER SESSION
- POST TRAINING 10 BRAINSTORMS AVERAGED 732 IDEAS PER SESSION (2007)
- IDEAS PER BRAINSTORMER INCREASED FROM 42 TO 77 IDEAS PER SESSION



- 2008 brainstormers average over 1,000 ideas per session and over 100 per person.

IDEA CONTEST: How can Moonjee be launched to thousands of users as an engaging web application that transforms photos in fun and useful ways?

- facebook app that lets you morph peoples profile pics
[idea](#) | 10 months ago 5 votes [View Top](#)
- Make an iPhone app that will allow Moonjee to modify pictures right on the iPhone.
[idea](#) | 10 months ago 5 votes [View Top](#)
- People like to inform others of how they feel, but its not always convenient to change a photo. Moonjee could allow users to create images and associate them with feelings. Mad, Sad, Glad, Excited etc. This way users could easily alter the image displaying current mood. Maybe they could update by way of text messaging?
[idea](#) | 8 months ago 4 votes [View Top](#)
- This feature would be popular (I know the people I work with would love it): People can email pics to the Moonjee site and immediately an email is sent back with random changes made to the picture (do both silly and sensible changes). People will then - especially if the changes are funny - forward the emails to their friends and, of course, the email will have the Moonjee name and links prominently displayed
[idea](#) | 10 months ago 4 votes [View Top](#)
- Allow users to sell the modified digital images they create like iStockPhoto.com
[idea](#) | 10 months ago 4 votes [View Top](#)
- print paper plates or cups for parties with moonjee images on them.
[idea](#) | 9 months ago 4 votes [View Top](#)
- get the app into hair and beauty shops for instore previews - mobile app would be nice
[idea](#) | 10 months ago 4 votes [View Top](#)
- Viral campaign: Allow users to produce e-cards with personal messages as well as a gallery of backgrounds and accessories to add to their face. Provide themed backgrounds for holidays and occasions. Partner with e-card companies such as Blue Mountain as well as offering this service from Moonji.com.
[idea](#) | 9 months ago 4 votes [View Top](#)
- make a myspace widget where you can import all your friends pictures and morph them
[idea](#) | 10 months ago 4 votes [View Top](#)
- As Google characterizes its logo depending of the day of the year, Moonjee might reach a deal in order to personalize the logo of relevant webpages according to the tastes of the user, that might include some random tools applied to some limited set of pictures stored by the user in its own computer memory, while Moonjee appears highlighted on a corner of the Main logo. Awareness of Moonjee would be increased and also that main webpage might receive more visits increasing profits of Moonjee.
[idea](#) | 10 months ago 4 votes [View Top](#)

Brainstorm Info

Creator: [anastasic](#)
Created: 10 months ago
Activity: about 1 month ago
Users: 83
Ideas: 835

Top Brainstormers

Username	Ideas
utabala	150
kkuratel	100
rxnback	89
zob	63
Pathe	60
dadedel	46
salvatore255	39
lad	36
JayLamBauBau	19
clabli	17

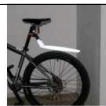
BrainReactions.net



High power LED bike head light with integrated heat sink
by jmenigel



Kilo-Lumen bike headlight
by kc6qhp



Paint your bike / bicycle / gear reflective!
by goodgnus



Bright Luxeon LED Bike Light
by kwschofi



Bicycle Lantern
by alpacalypse



Curiously Strong Bike Light - 400 lumen Cree LED ALToids
by pobriant



Bike Light and Turn Signals
by nsalt294



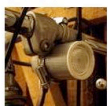
The Bike Lite Glow Using CCFL
by digitaltripper



Bicycle Light Steampunk Style
by freek723



The Holiday Bicycle: How to run Christmas Lights on your Bike
by ajax_electronics



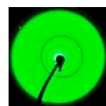
Dynamo powered LED bike lights



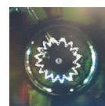
Two Dollar Bike Rack / Headlight



NESblinky - Nintendo Controller



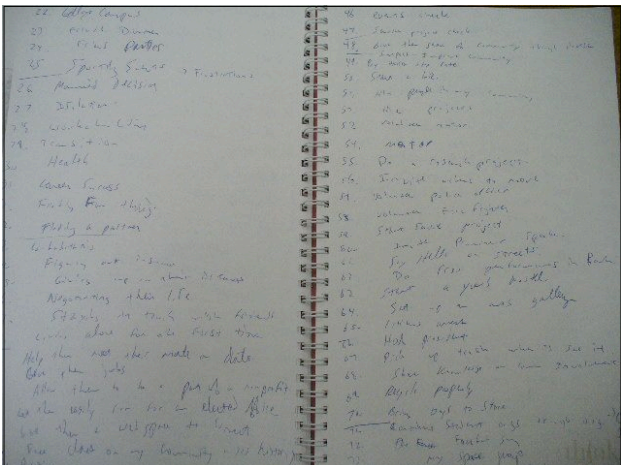
CCFL Bike Wheels! (Now with video!)



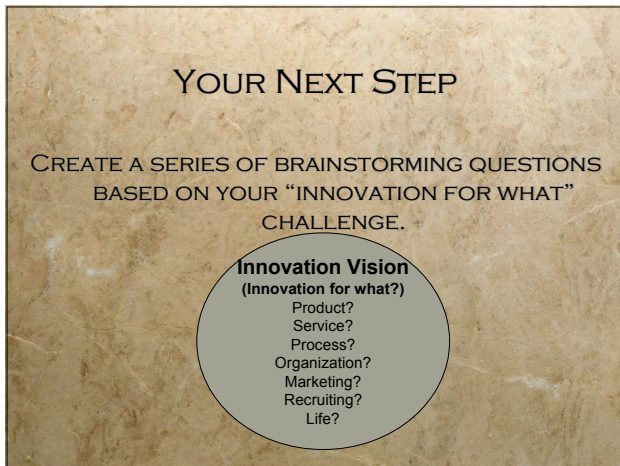
Message system in a bicycle wheel















BRAINREACTIONS RESOURCES

Brainstorming Training: BrainstormingTechniques.org

Front End of Innovation Training: InnovationTraining.org

Online Brainstorming, Idea Management,
and Analysis: www.brainreactions.net

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