



The “How To” of Expert Brainstorming Part II: Individual Tools, Techniques & Activities

Before we start: What questions are on your mind about individual idea generating or tools & techniques for ideating? 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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WHAT IS YOUR PROCESS FOR GENERATING IDEAS?

When someone asks you for ideas what do you do to produce them?

What do you do during a group brainstorming session?

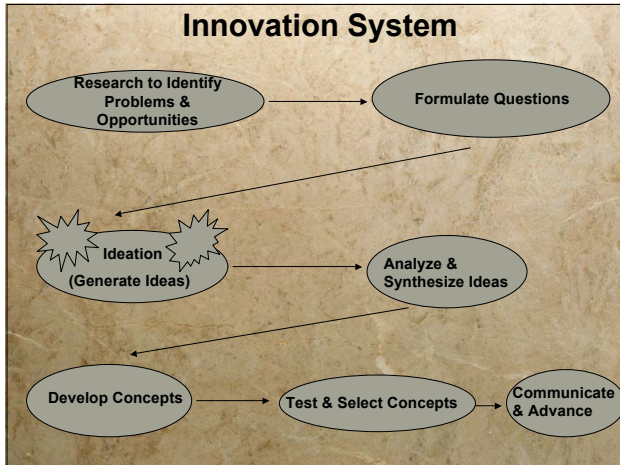
How do you help the brainstorming flow again?



BRAINSTORMING TECHNIQUES

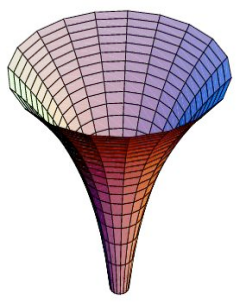
1. BRAINRAIN
2. BUCKETS
3. SCAMPER
4. PROBLEMS
5. VISUALIZATIONS
6. METAPHORS
7. UNREAL
8. IMAGES





QUESTION FUNNEL

Multiple targeted questions organized from general to specific



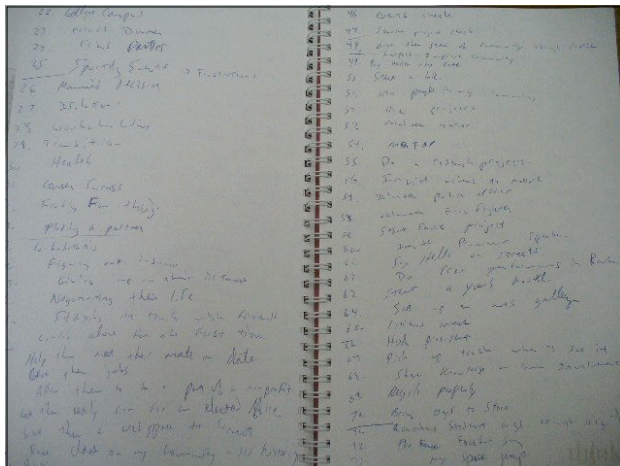
1. What are ideas around what a positive culture of innovation in our organization could be like or feature?
2. How might we innovate the way innovation happens in an organization through better processes using the web?
3. How might we assess individuals, identify strengths, educate, enact, and build efficacy to innovate realistically successfully?
4. What projects might we start to create something new systematically and provide experience in innovation?
5. What are ideas for programs, events, or activities that could engage all employees in their own innovation project?

REMEMBER & USE 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 OVER 100 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. WE WILL BUILD QUALITY IDEAS IN THE NEXT STAGE.

IDEA LIST!

- NUMBERED LIST!
- MOTIVATING TO NUMBER & ADD THE NEXT IDEA.



STIMULUS!

- VISUAL IMAGES, OBJECTS, MARKERS, TOYS, PAPER, PUTTY, MAGAZINES, ETC.



BRAIN RAIN



BRAIN RAIN

- SILENTLY TAKE 5 MINUTES TO QUICKLY WRITE AS MANY SINGLE IDEAS FOR YOUR QUESTION AS YOU CAN.
- JUST LET THEM RAIN FROM YOUR MIND WITHOUT JUDGMENT.
- NUMBER AND LIST THEM.
- EXAMPLE:
BASED ON THE QUESTION "WHAT COULD A POSITIVE CULTURE OF INNOVATION IN AN ORGANIZATION BE LIKE OR FEATURE?" LIST IDEAS.

BRAIN RAIN IDEAS

- EXAMPLE: BASED ON THE QUESTION "WHAT ARE IDEAS AROUND WHAT A POSITIVE CULTURE OF INNOVATION IN AN ORGANIZATION COULD BE LIKE OR FEATURE?"
 - 1. IDEA JOURNALS TO KEEP FOR EACH EMPLOYEE
 - 2. CHALLENGES IN COMPANY TO PATENT AN IDEA
 - 3. INNOVATION QUOTES ON WALLS OF WORKPLACE
 - 4. GRANTS IN THE COMPANY PEOPLE CAN APPLY FOR TO DEVELOP A SIDE PROJECT
 - 5. BOOK GROUPS AROUND AN INNOVATION BOOK
 - 6. INNOVATION LIBRARY
 - 7. INNOVATION OUTFITS/COSTUMES FOR EMPLOYEES
 - 8. CLOSET FULL OF OUTFITS FOR DIFFERENT SITUATIONS
 - 9. SPEAKERS SEMINAR SERIES WITHIN COMPANY
 - 10. KIDS TO PLAY WITH TO LOOSEN UP

CREATE BUCKETS



CREATE BUCKETS - ATTRIBUTE METHOD

BREAK YOUR QUESTION OR CHALLENGE DOWN INTO PARTS AND COME UP WITH BUCKETS/ATTRIBUTES. ATTRIBUTES ARE BOTH SUB-QUESTIONS AND CATEGORIES.

- FOR INSTANCE...MARKETING IDEAS.
 - AN ATTRIBUTE OF MARKETING IS TECHNOLOGY OR MESSAGE OR METHOD, ETC.
 - ATTRIBUTE OF TECHNOLOGY IS THE INTERNET.
 - ATTRIBUTE OF INTERNET IS SEARCH ENGINES.
 - ATTRIBUTE OF SEARCH ENGINES ARE SEARCH TERMS.
 - BRAINSTORM KEYWORDS FOR SEARCH TERMS AS MARKETING IDEAS.
 - OR MORE BROADLY, JUST TECHNOLOGIES, OR INTERNET SITES/APPLICATIONS
- YOU CAN ALSO CREATE A MATRIX WITH EACH ATTRIBUTE OR BUCKET AT THE TOP OF A ROW.
 - ATTRIBUTES OF AN ORGANIZATIONAL CULTURE OF INNOVATION ARE:
 - ORGANIZATION: INDIVIDUALS, TEAMS, PROCESSES, STRUCTURE, PHYSICAL SPACE
 - INNOVATION: RESEARCH, IDEA GENERATION, TESTING, PROTOTYPING, IMPLEMENTATION
 - CULTURE: SYMBOLS, RITUALS, TRADITIONS, ARTIFACTS, NORMS, LEARNING

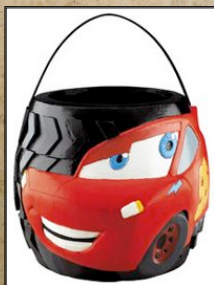
BUCKET DROPS



BUCKET DROPS BROAD, FLEXIBLE, & LATERAL THINKING

- THINK OF NEW IDEAS IN DIFFERENT DIRECTIONS.
- THINK OF PUTTING IDEAS INTO DIFFERENT CATEGORIES OR BUCKETS.
- DROP AN IDEA INTO EACH BUCKET.
 - EXAMPLE:
 - ATTRIBUTE OF INDIVIDUALS-PEOPLE WRITE OWN INNOVATION JOB DESCRIPTION
 - ATTRIBUTE OF LEARNING-CREATE PERSONAL WEBSITE FOR EMPLOYEES THAT HAS TRAINING VIDEOS. THEY GET ONE HOUR PER WEEK TO WATCH
 - IDEA GENERATION-PEOPLE DROP AN IDEA INTO AN IDEA BUCKET AS THEY ENTER THE WORKPLACE EACH DAY.

BUCKET FILLS



BUCKET FILLS

DEEP, FLUID, & VERTICAL THINKING

- THINK OF NEW IDEAS, MAKING THE ORIGINAL IDEA MORE SPECIFIC.
- THINK OF PUTTING IDEAS INTO THE *SAME* CATEGORY.
- EXAMPLE:
 - CULTURE-SYMBOL ATTRIBUTE: CREATE AN INNOVATION ROLE MODEL OR MASCOT FOR THE ORGANIZATION.
 - THOMAS EDISON
 - STEVE JOBS
 - A KINDERGARTENER
 - PICASSO
 - A CHEETAH
 - SOCRATES
 - A FAST GROWING OAK TREE

NUISANCES - TINY PROBLEMS

- THINK ABOUT WHAT "BUGS" YOU OR YOUR STAKEHOLDERS.
- WHAT CURRENT SMALL PROBLEMS/CHALLENGES EXIST?
- BRAINSTORM CORRESPONDING SOLUTIONS THAT WOULD FIX THE PROBLEM OR MAKE IT EASIER.
- EXAMPLE:
 - "BUGS" OF WHAT PREVENTS AN INNOVATION CULTURE:
 - BUG: NO FREEDOM TO DESIGN WORK SCHEDULE.
 - IDEA-YOU SELECT YOUR OWN WORK HOURS AT WHATEVER TIMES OR DAYS.

SCAMPER

SCAMPER IT. WHEN LOOKING TO INNOVATE YOUR CURRENT PRODUCT, ORGANIZATION, OR CONCEPT IS THERE ANYTHING YOU COULD:

- **S**UBSTITUTE (OTHER INGREDIENTS, MATERIAL, POWER, PLACE)
- **C**OMBINE (BLEND, COMBINE PURPOSES, APPEALS)
- **A**DAPT
- **M**ODIFY (COLOR, SHAPE, MOTION) OR **M**AGNIFY (STRONGER, LARGER, EXTRA VALUE)
- **P**UT TO OTHER USES
- **E**ELIMINATE
- **R**EVERSE (ROLES, TRY OPPOSITES) OR **R**EARRANGE



Metaphors & Analogies

METAPHOR AND ANALOGY

- IDENTIFY A METAPHOR AND IDENTIFY HOW THAT METAPHOR CAN PRODUCE IDEA PARTS OR A NEW CONCEPT.
- EXAMPLES:
 - AN INNOVATIVE ORGANIZATIONAL CULTURE IS LIKE A TROPICAL RAIN FOREST. THERE ARE A VARIETY OF DIFFERENT PEOPLE LEARNING AND GROWING FAST BECAUSE OF AN ENVIRONMENT FULL OF RAIN OR IDEAS.
 - A STRONG CHAIN WITH REMOVABLE LINKS. PEOPLE ARE INTERDEPENDENT AND CONNECTED TO ONE ANOTHER PHYSICALLY. THOUGH PEOPLE CAN WORK VIRTUALLY REAL VALUE IS HAD BY FACE TO FACE CONNECTION.

CONNECTING IN ADVANCED METAPHOR/ANALOGY

- 1. WHAT ARE YOU TRYING TO DO (SIMPLY).
EX: LIGHTLY CUSHION OR ABSORB SHOCK IN A JOINT.
WHAT ARE OTHER PRODUCTS THAT ABSORB SHOCK OR CUSHION?
CAR SHOCKS, COUCH, POGO STICK, MATTRESS, COUCH CUSHION, BEANBAG CHAIR. IDEA: MATTRESS SPRING FOR KNEE. BEANBAG POUCH IN THE JOINT.



ADVANCED METAPHOR NATURE & COMPLEXITY

WHERE IS COMPLEXITY ALREADY WORKING?
USUALLY IN NATURE...

WHAT EXISTS IN NATURE THAT CUSHIONS OR
ABSORBS SHOCK? ARE THERE ANY ANIMALS,
INSECTS, OR PLANTS THAT HAVE EXCELLENT
CUSHIONING OR SHOCK ABSORPTION?

EX. DOG PAW PADS, HOOVES, COCKROACH
LEGS OR SHELL

IDEA: RECONSTRUCT DOG PAW PADS AS JOINT
CARTILAGE

BACK DOOR METAPHORS

BACK DOOR: WHAT ARE INTERESTING
THINGS IN NATURE THAT COULD BE APPLIED
IN DIFFERENT WAYS?

EX. LIGHTING: FIREFLY

HOW MIGHT THAT NATURAL TECHNOLOGY BE
APPLIED TO A NEW PRODUCT?

IDEA: AUTO@DARK NIGHT LIGHT BICYCLE
SEAT BACK

IMAGINE AN ORGANIZATION

- THINK OF A WELL KNOWN ORGANIZATION OR MAKE A GROUP UP.
- IN YOUR MIND ASK THEM FOR AN IDEA REPORT.
- WHAT IDEAS DO YOU IMAGINE THEY WOULD GIVE?
- EXAMPLE:
 - GOOGLE
 - FOOTBALL TEAM

IMAGINE A PERSON



NEW TECHNOLOGY APPLICATION

- MAKE A LIST OF NEW TECHNOLOGIES THAT MAY BE APPLIED TO YOUR QUESTION. MERGE THE TWO TOGETHER FOR IDEAS.
- EXAMPLES:
 - HOW COULD VOIP (VOICE COMMUNICATION OVER INTERNET) BE USED WITH THIS?
 - HOW COULD INSTANT MESSAGING?
 - HOW COULD UPLOADING VIDEOS?

TERRIBLE IDEAS

- GIVE IDEAS ON WHAT THE WORST THING POSSIBLE TO DO WOULD BE AND THEN DO THE OPPOSITE OF IT.
- EXAMPLES:
 - BAD IDEA: FIRE EVERYONE.
 - BETTER: HIRE EVERYONE. HAVE CONTESTS WHERE ANYONE CAN WORK ON A PROJECT FOR INNOVATION THAT THEY MAY HAVE EXPERTISE ON.
 - BAD IDEA: BURN THE COMPANY BUILDING DOWN.
 - BETTER — LET PEOPLE WORK FROM COFFEE SHOPS, PARKS, AND OTHER INSPIRING PLACES.

THE UNIVERSITY

THINK OF DIFFERENT DISCIPLINES IN A UNIVERSITY.
EX. CHEMISTRY, BIOLOGY, EDUCATION, PHYSICS
MECHANICAL ENGINEERING, SOCIOLOGY, MEDICINE

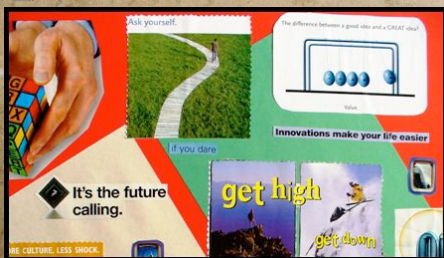
HOW MIGHT A PROFESSOR OR RESEARCHER
FROM THAT FIELD APPROACH THIS PROBLEM?
WHAT IDEAS WOULD THEY GIVE YOU?

EX. CHEMISTRY: ENGAGE IN PHYSICAL ACTIVITY TO INCREASE ENDORPHINS
TO INNOVATE

EX. SOCIOLOGY: SURROUND A NEW INNOVATOR WITH PROLIFIC
INNOVATORS IN MEETINGS AND OFFICE SPACE. THEY WILL THEN INNOVATE
AT A HIGHER LEVEL.

Catalyst

- Identify ideas inspired by looking at the Catalyst.
- A CATALYST INTEGRATES STATEMENTS, PICTURES, OBJECTS, AND PEOPLE.









INNOVATION THINKING SKILLS

- Outside Insight
- Systems View
- Iterating
- Quantity
- Suspending Judgment
- Funneling
- Synthesizing
- Seeing Forests & Trees
- Deconstruction & Construction
- Building and Extending



BrainReactions

BRAINREACTIONS RESOURCES

Innovation Training Website:

InnovationTraining.org

Online Brainstorming & Analysis:
www.brainreactions.net

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