# Conducting a brainstorm

Executing a brainstorm isn't unique; holding a productive brainstorm is. Great brainstorms are ones that set the stage for fresh and generative thinking through simple guidelines and an open and collaborative environment. Use this when you're just kicking-off a new project and want to hit the ground running with big ideas that will move your team forward.

15 minutes to prepare

30-60 minutes to collaborate

3-8 people recommended

Meta Meta

Share template feedback

## Before vou collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

→ 15 minutes

A Choose your best "How Might We" Questions Create 5 HMW statements before the activity to propose them to the team.

B Set the stage for creativity and inclusivity
Go over the brainstorming rules and keep them in front of your team while brainstorming to encourage collaboration. optimism, and creativity. 1. Encourage wild ideas (If none of the ideas sound a bit

ridiculous, then you are filtering yourself too much.)

2. Defer judgement (This can be as direct as harsh words or as subtle as a condescending tone or talking

3. Build on the ideas of others ("I want to build on that

idea" or the use of "yes, and...") 4. Stay focused on the topic at hand

5. Have one conversation at a time 6. Be visual (Draw and/or upload to show ideas,

whenever possible.) 7. Go for quantity

Interested in learning more?

Check out the Meta Think Kit website for additional tools and resources to help your team collaborate innovate and move ideas forward with confidence.

Open the website

# people to take right nutrition? QUESTION How to identify proper nutrition? QUESTION How might the product is useful to the world?

Share the top 5 brainstorm questions that you created

and let the group determine where to begin by selecting

one question to move forward with based on what seems

to be the most promising for idea generation in the areas

QUESTION

How might we calculate

the amount of nutrition

present in the food ?

QUESTION

How might we separate the

necessary nutrition?

QUESTION

How might we suggest the

you are trying to impact.

10 minutes

### Choose your best "How Might We" Questions Brainstorm solo

Have each participant begin in the "solo brainstorm space" by silently brainstorming ideas and placing them into the template. This "silent-storming" avoids group-think and creates an inclusive environment for introverts and extroverts alike. Set a time limit. Encourage people to go for quantity.

₼ 10 minutes

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Have everyone move their ideas into the "group sharing space" within the template and have the team silently read through them. As a team, sort and group them by thematic topics or similarities. Discuss and answer any questions that arise. Encourage "Yes, and..." and build on the ideas of other people along the way.

f 15 minutes

according to

diet

Sharing

and

password

Profle

picture if

necessary

User account

health tips

Brainstorm as a group

Suggesting diets

present in th

harmful

ingredient

in the food

details

# Get input from the user

Calorie monitering and BMI calculation Monitering

You can use the Voting session tool above to focus

on the strongest ideas.

## Monitoring progress

Tracking their intake of food

the health condition

monitering

# Decide your focus

Give each person two icons to vote which idea should your team focus on.

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→ 5 minutes

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# Quick add-ons

A Cluster related ideas
Look for patterns or similarities in the standout ideas. Could any be combined together to form a stronger concept? Cluster similar ideas and label each cluster with a theme.

A brainstorm like this typically results in a handful of

promising ideas that you can carry forward and act upon.

Vote on the most promising ideas

B Narrow your focus to only the strongest few ideas by holding a Voting Session. Give each person 2 votes

### Keep moving forward

After vou collaborate

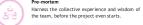


decisions for moving ideas forward. Open the template ...

Storyboarding Show existing and/or future consumer experiences through the act of sketching.



Pre-mortem



the team, before the project even starts.

Open the template is

Share template feedback



Need some inspiration?































