

*Congratulations*



# COURSE NAVIGATOR

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| <b>COURSE INTRODUCTION</b> |
| PROLOGUE                   |
| COURSE INTRODUCTION        |

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| <b>BRAINSTORMING FUNDAMENTALS</b>        |
| SECTION INTRODUCTION                     |
| WHAT IS BRAINSTORMING AND WHY IT MATTERS |
| UNDERSTANDING BRAINSTORMING              |
| DIVERGENT VS. CONVERGENT THINKING        |
| BRAINSTORMING GROUND RULES               |
| SECTION ARTICLE                          |
| SECTION QUIZ                             |
| SECTION CONCLUSION                       |

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| <b>SIMPLE BRAINSTORMING TECHNIQUES</b>   |
| SECTION INTRODUCTION                     |
| CLASSIC GROUP BRAINSTORMING STEP-BY-STEP |
| BRAINWRITING FOR SHY PARTICIPANTS        |
| MIND MAPPING AND VISUAL BRAINSTORMING    |
| SECTION ARTICLE                          |
| SECTION QUIZ                             |
| SECTION CONCLUSION                       |

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| <b>TOOLS AND AIDS FOR EFFECTIVE BRAINSTORMING</b> |
| SECTION INTRODUCTION                              |
| USING PHYSICAL AIDS (STICKY NOTES & WHITEBOARDS)  |
| AI AS A BRAINSTORMING BUDDY (INTRO)               |
| SECTION ARTICLE                                   |
| SECTION QUIZ                                      |
| SECTION CONCLUSION                                |

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| <b>BRAINSTORMING IN PRACTICE</b> |
| SECTION INTRODUCTION             |
| TEAM BRAINSTORMING EXERCISE      |
| REVIEWING AND DISCUSSING IDEAS   |
| SECTION ARTICLE                  |
| SECTION QUIZ                     |
| SECTION CONCLUSION               |

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| <b>PLANNING AND LEADING YOUR FIRST BRAINSTORM</b> |
| SECTION INTRODUCTION                              |
| SETTING UP A BRAINSTORM SESSION                   |
| FACILITATOR BASICS                                |
| SECTION ARTICLE                                   |
| SECTION QUIZ                                      |
| SECTION CONCLUSION                                |

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| <b>COURSE CONCLUSION</b> |
| COURSE CONCLUSION        |

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|  | SECTION |
|  | LECTURE |
|  | ARTICLE |
|  | QUIZ    |

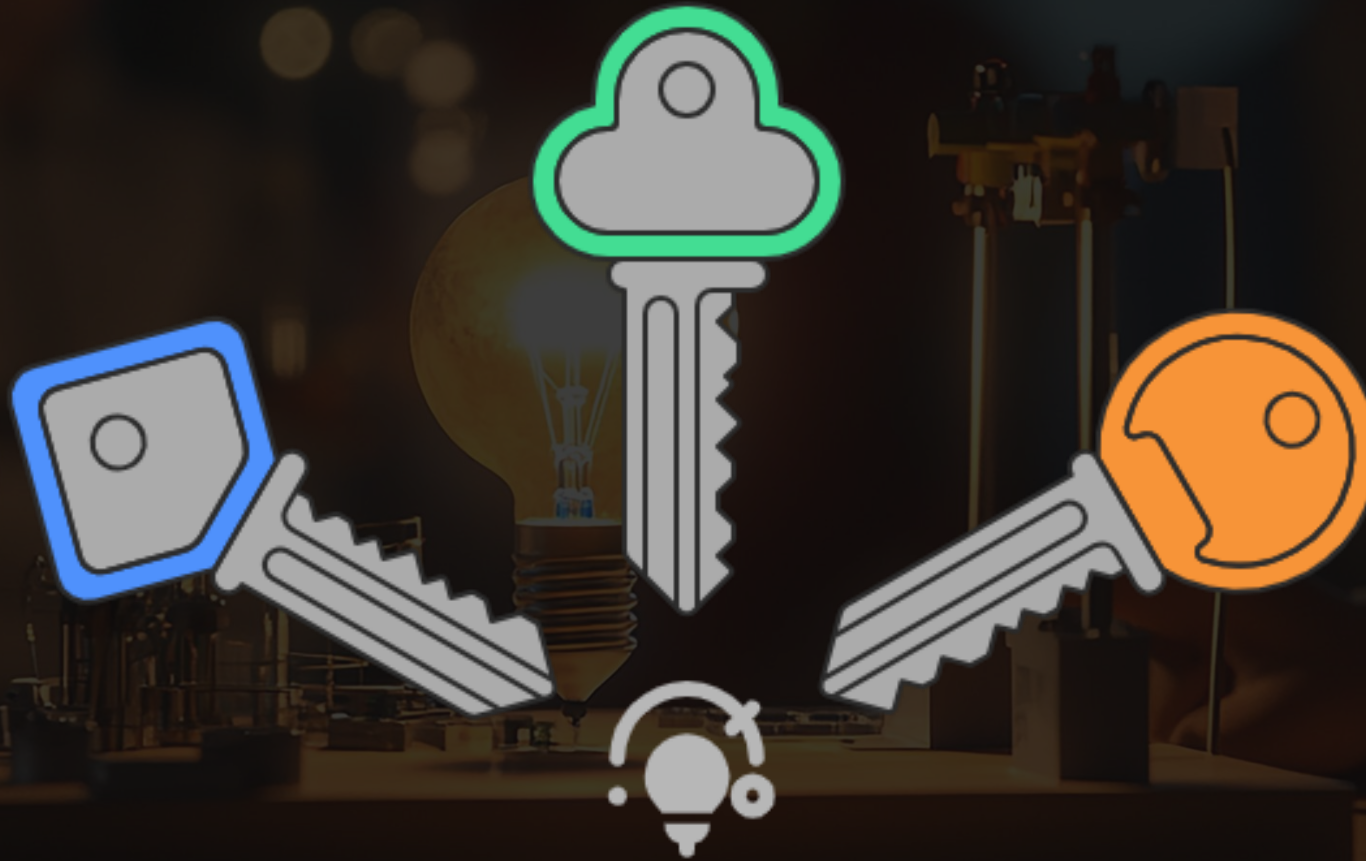




**Embracing  
Diversity**

**Fostering  
Creativity**

**Actionable  
Solutions**

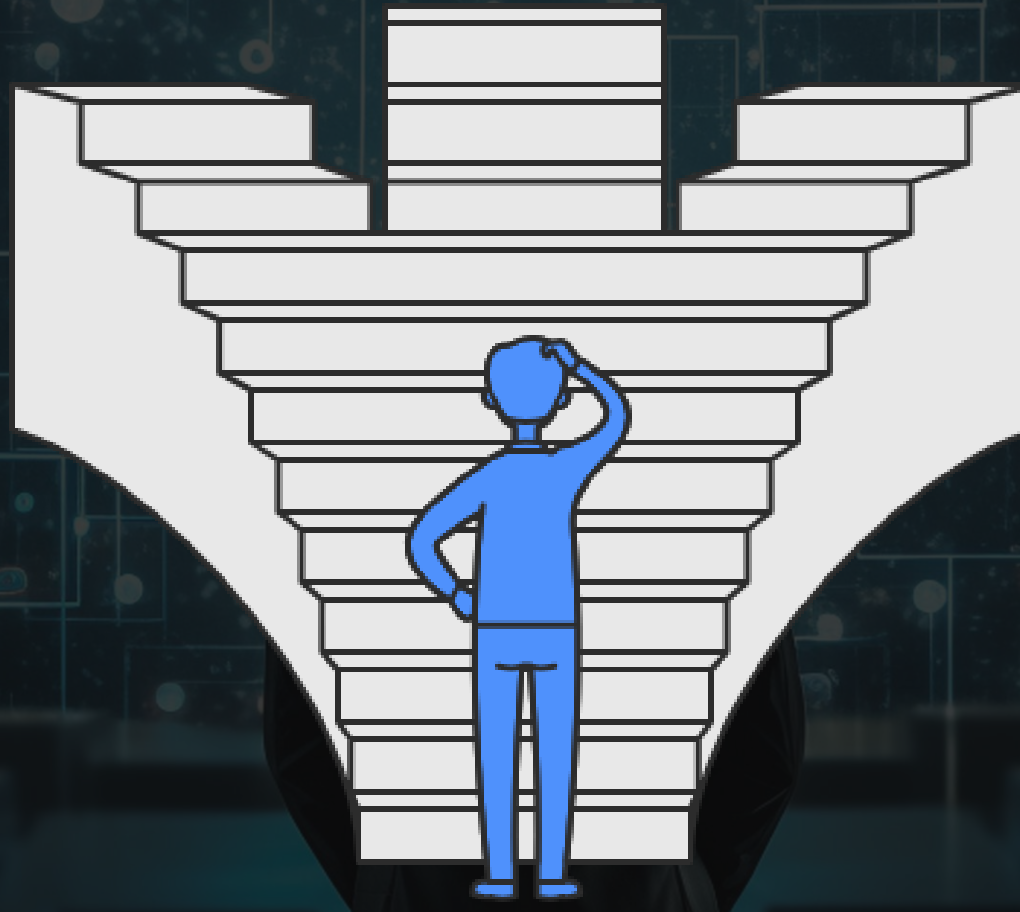




**Business  
Challenges**

**Customer  
Experiences**

**Innovation**





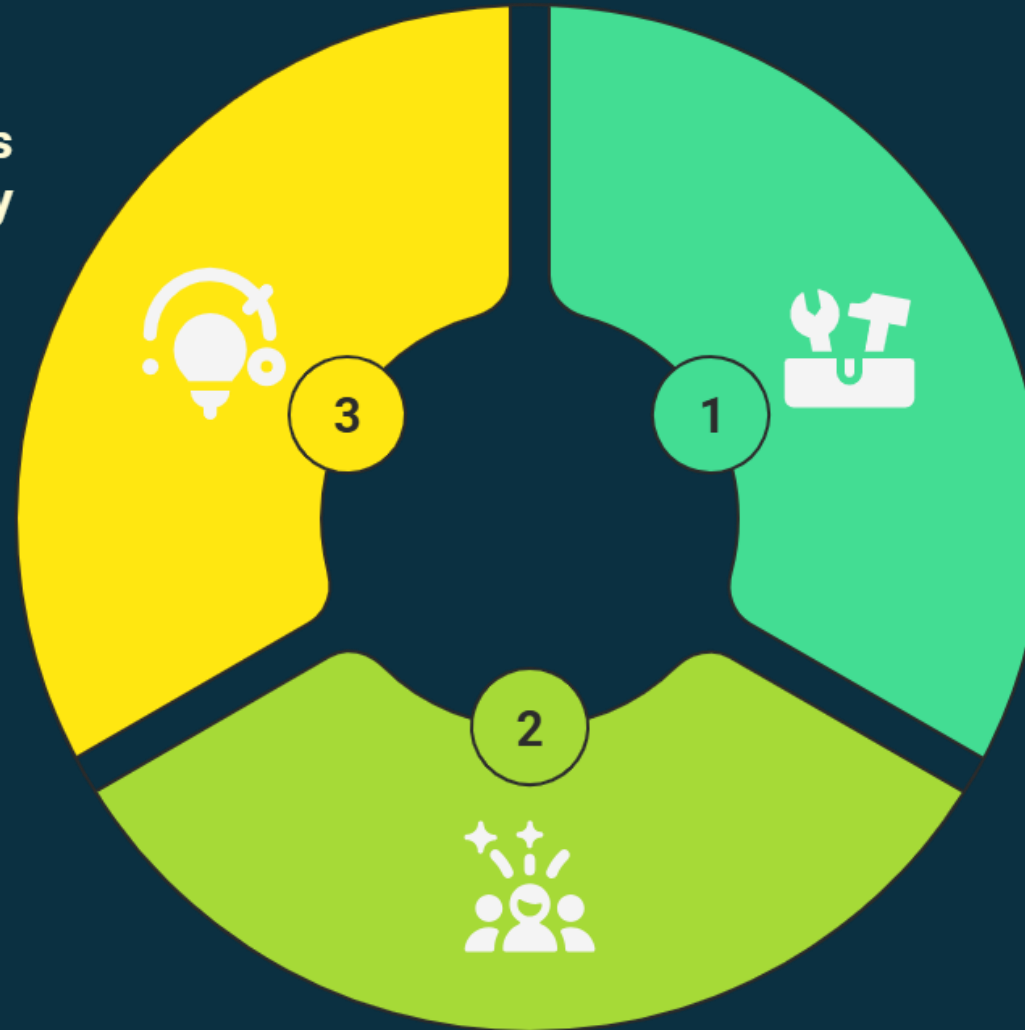






**Turn Ideas  
into Reality**

**Apply  
Skills**



**Lead  
Sessions**

