

Team Brainstorming Exercise



KEY LEARNINGS: TEAM BRAINSTORMING EXERCISE

1. Setting Up the Brainstorming Exercise

- Pick a common service industry challenge, e.g.,
 - "How can we get customers to leave more positive reviews?"
 - "How can we make our checkout process faster?"
- Clearly define the problem by writing it down or saying it aloud.

2. Involve Others (If Possible)

- If someone is available, invite them to join the brainstorming session.
- If working solo, use brainwriting—jot down ideas on your own.

3. Generate Ideas (Brainstorming Phase)

- Set a timer for 3-5 minutes and generate as many ideas as possible.
- No filtering or judging—just let the ideas flow freely.
- If unable to write, record voice memos or revisit later with a notebook.

4. Reflect on the Experience

- How many ideas did you generate?
- Did ideas start as obvious solutions and become more creative over time?
- Did you hit a mental block, then suddenly come up with a fresh idea?
- If brainstorming with someone else, did idea bouncing lead to better solutions?
- If unable to do it now, schedule a short brainstorming session later.

5. Quick Idea Analysis

- Identify one or two promising or intriguing ideas.
- Observe if you naturally followed brainstorming principles, such as:
 - Writing wacky ideas just in case.
 - Pushing past the first obvious solutions.
- If you judged ideas too soon, that's okay—defer judgment takes practice.

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6. Key Takeaways

- Brainstorming is best experienced, not just understood theoretically.
- A good brainstorm can be energizing and improve creative thinking.
- Practice makes it easier—the more you brainstorm, the better you get.

7. Next Steps

- Brainstorming isn't complete until ideas are reviewed.
- In the next session, learn how to sift through and refine ideas into actionable solutions.

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