



# Brainstorming Sessions

Business > Advanced 7



## Exercise 1 – Reading

*Read the dialogue aloud with your tutor and check your understanding.*

**Chairman:** Okay, guys. We are here today to come up with some ideas for a new toy that we could launch in spring.

**Nina:** What kind of a toy do we want? Something high-tech or something simple?

**Chairman:** I'm not sure yet, let's just bounce ideas off each other and see where we get to.

**David:** Well, if we are thinking of launching it in spring, perhaps our best option would be some kind of outdoor toy.

**Chairman:** Yes, you are probably right.

**James:** How about a helicopter? Drones are very popular these days, so I'm sure a toy drone for kids would be a huge hit.



**Chairman:** I'm not too keen on that. We might not have the budget for it. Plus, many parents are not that eager to buy such an expensive toy for their children. We should probably stick to something more affordable.

**David:** A toy boat, perhaps? We could make a simple, plastic toy boat with a really cool design.

**Nina:** Wouldn't it be smarter to make a wooden sailboat? Eco-friendly toys are becoming increasingly popular, so I'm certain a wooden boat would sell better than a plastic one.

**Chairman:** That's not a bad idea. I think it could work. What do you all think?

**David:** It might be worth trying.

**James:** I really like the idea. I think we should go for it.

**Chairman:** All right, then. I think we've reached a decision. Let's all start thinking about the design and discuss it in our next meeting.



### **Check your understanding:**

1. What was the purpose of the brainstorming session?
2. Why was the idea of making a drone for kids rejected?
3. What did they all agree on in the end?



## Exercise 2 – Learning

### Useful Expressions

- Let's just bounce ideas off each other.
- What do you all think?
- Any ideas?
- Perhaps we could...
- How about...?
- Why not...?
- What if we...
- Wouldn't it be smarter to...?
- Adding to what... just said,...
- I'm not too keen on that.
- I don't think that would work.
- That might be worth trying.
- That's not a bad idea.



## Exercise 3 – Role Play

*Take turns with your tutor and act out the scene described below.*

**Scene:** You work in the HR Department of a company. You and one of your teammates are having a brainstorming session in order to come up with ideas for the company's team-building event. Your teacher will act as your teammate.



## Exercise 4 – Discussion

*Discuss the following questions with your tutor.*

1. Have you ever participated in a brainstorming session? If so, how did it go?
2. Do you think you are good at coming up with new ideas?
3. Do you think children should learn how to brainstorm at school? Why or why not?