Brainstorm Cheatsheet

This is a technique I got from my frientor, Janice Fraser, who calls this "more brain and less storm."

Instead of calling out items to write on a white board, use sticky notes and sharpies. It works for teams of 1 or dozens. They can be all in the same room or across the globe. Initiate video chat with your team members and then follow these steps.

1. Announce a topic you want to generate ideas on.
2. Set the timer for 5min or less (faster is better).
3. Have each person brainstorm alone by writing one idea per sticky (1 word or short phrase).
4. Write as many ideas as you can before the timer goes off.
5. Each person takes another 2 minutes to (quietly) read back over all the stickies.
6. Pick the top 5-6 stickies, and set all the others aside (dump and sort).
7. Take a picture of your top ideas and share with the group (break into smaller groups if needed).
8. Remove duplicate ideas (those are good as they give confidence to the quiet person that he came up with good ideas just like the outgoing person).
9. Each person shares her top ideas with the group
   5 people + 5min = 25-30 good ideas (amazing!)
10. Document your ideas and decide how to implement them.

Your Notes:

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