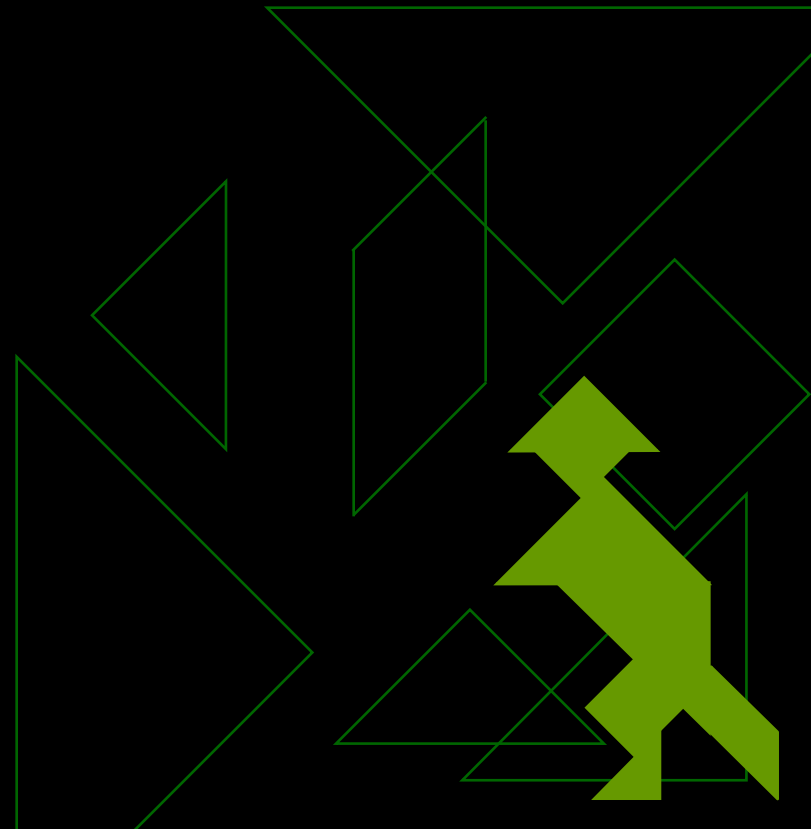


Creativity Session

Presenter's Name

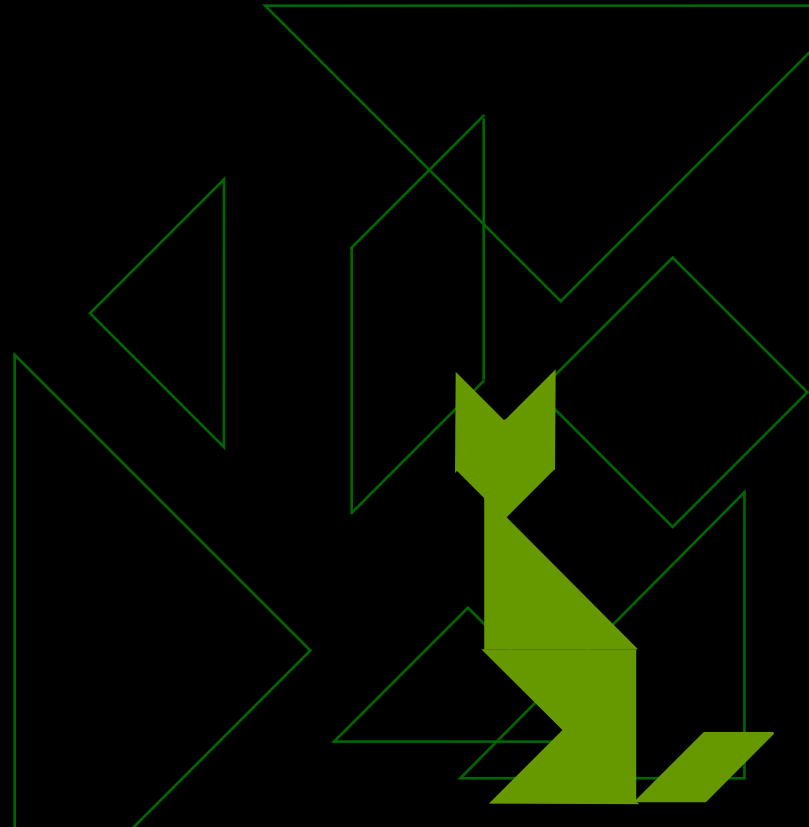
Agenda

- ◆ Overview
- ◆ Brainstorming objectives
- ◆ Rules
- ◆ Brainstorming activities
- ◆ Summarize
- ◆ Next steps



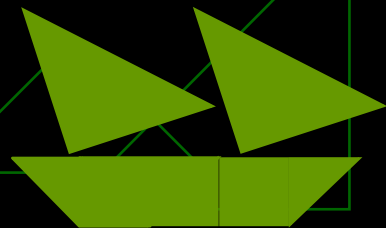
Overview

- ◆ Quick overview of what this meeting is all about
 - Agenda
 - What to expect



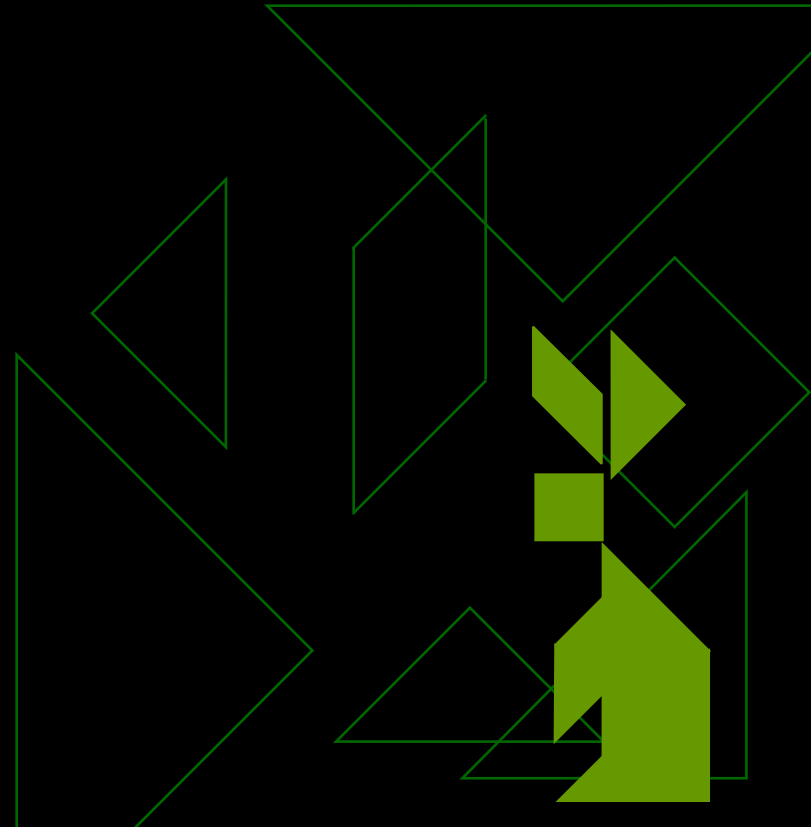
Brainstorming Objectives

- ◆ Describe the objective(s) of the exercise:
 - New product or service ideas?
 - New feature ideas?
 - Feature/product naming?
 - Promotion ideas?
 - New process for doing something?
- ◆ Define top requirements or restrictions.



Rules

- ◆ No idea is a bad idea
- ◆ Be creative
- ◆ Take risks
- ◆ No criticism allowed



Brainstorming Activity

- ◆ Generate ideas
 - Use games and exercises to “warm up” your creative thinking
 - When ideas slow down, try another exercise to generate fresh ideas
 - Breaking into smaller groups may be helpful
- ◆ Use a computer to capture every comment/idea



Summarize

- ◆ Review ideas
- ◆ Vote on top candidates and consolidate
- ◆ Check requirements and restrictions
- ◆ Trim list to top 5-10 ideas



Next Steps

- ◆ Describe what happens next:
 - Research the ideas generated?
 - Follow up with larger group?
- ◆ Generate action items for follow-up:
 - Start turning ideas into reality.

