



CIID CONSULTING

Brainstorming

7th June 2015

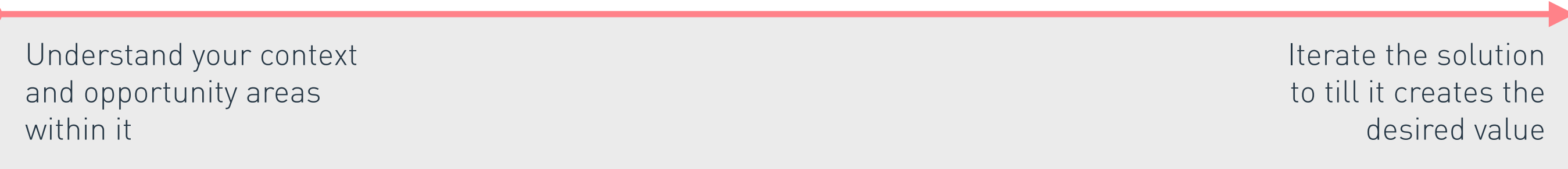
Brainstorming is a tool for
creative thinking.

INITIAL IDEA

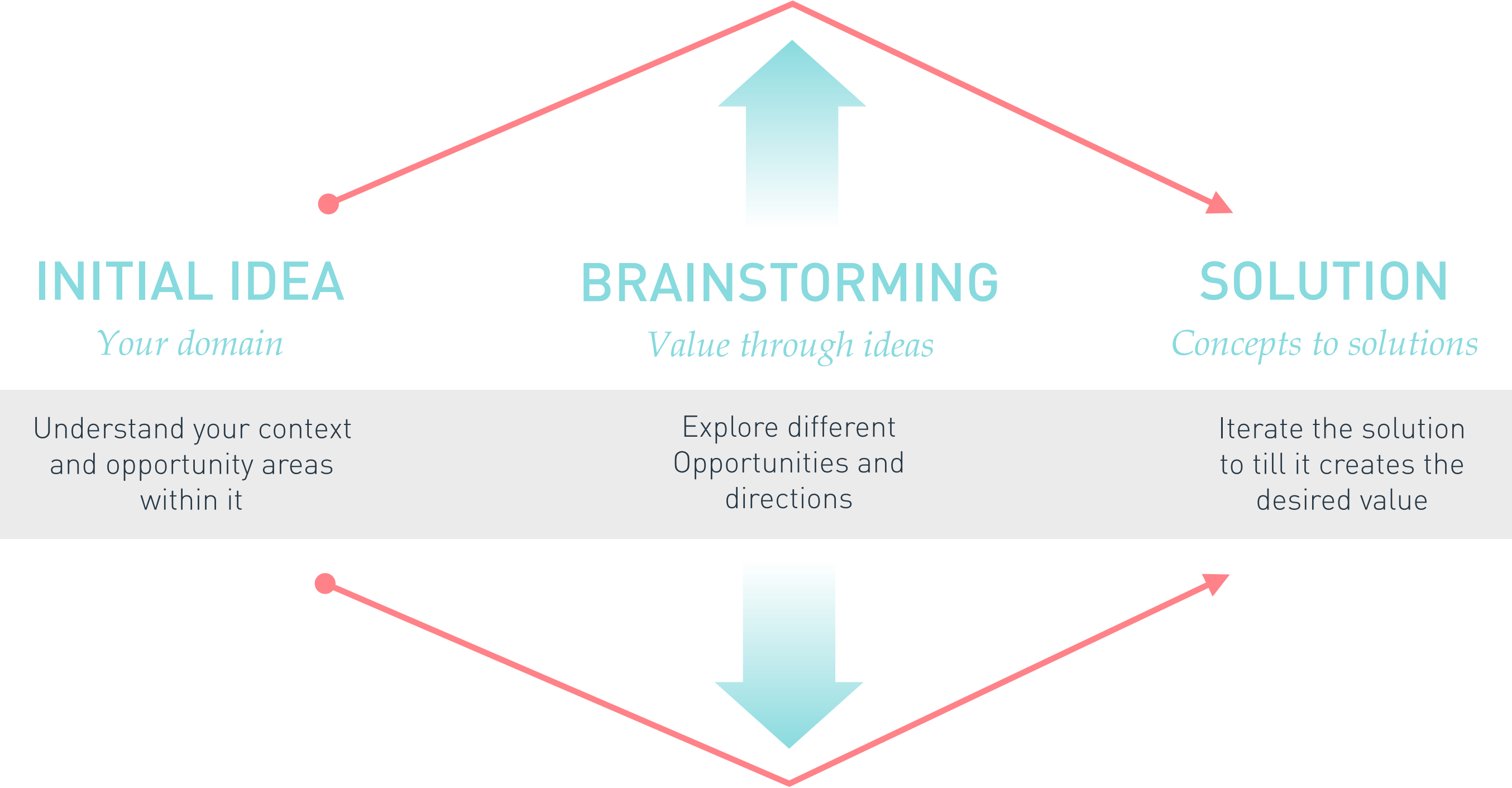
Your domain

SOLUTION

Concepts to solutions



WHAT BRAINSTORMING?



Brainstorming Rules!

1. No more than
30min per session.

6:23 pm

2. Defer Judgement.

Turn of your critical filters, we are not looking to evaluate at this point.

"No Buts!"





3. Encourage Wild Ideas.

Wild ideas are good for new inspiration, even if they are hard to be implemented.

4. Build On The Ideas Of Others.

Don't be afraid of adding to someone else's idea.

"Yes, And..."

PRECISE POINTING
(halkey+?)
slide finger show pointer



5. Stay Focused On Topic.

Remember the question you are trying to solve.

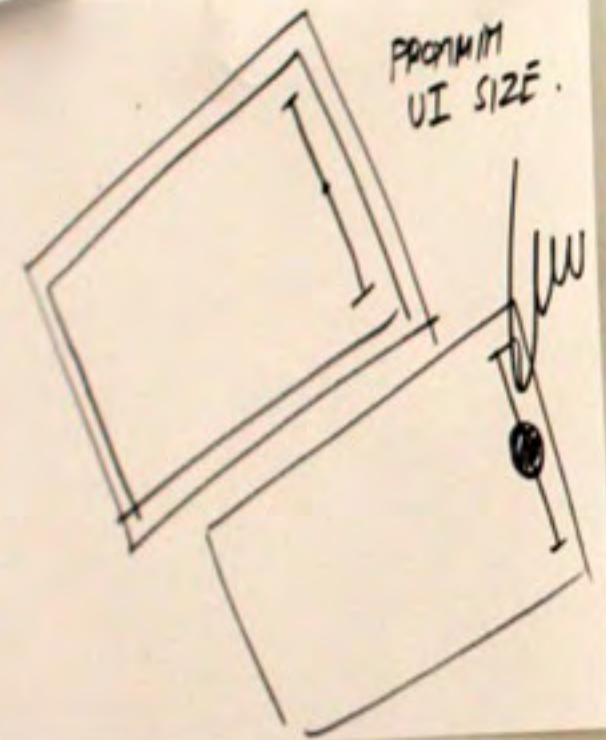
A group of people are seated around a long table in a meeting room. In the background, there are two large whiteboards covered with numerous sticky notes and diagrams. A man in a dark sweater is gesturing towards the whiteboards while talking to others. A woman in a striped shirt is looking towards the camera. The room has a modern, industrial feel with exposed wooden beams and a large potted plant on the left. A teal semi-transparent box is overlaid on the left side of the image, containing the text.

6. One Conversation At A Time

Don't interrupt people or talk
over them.

7. Be Visual

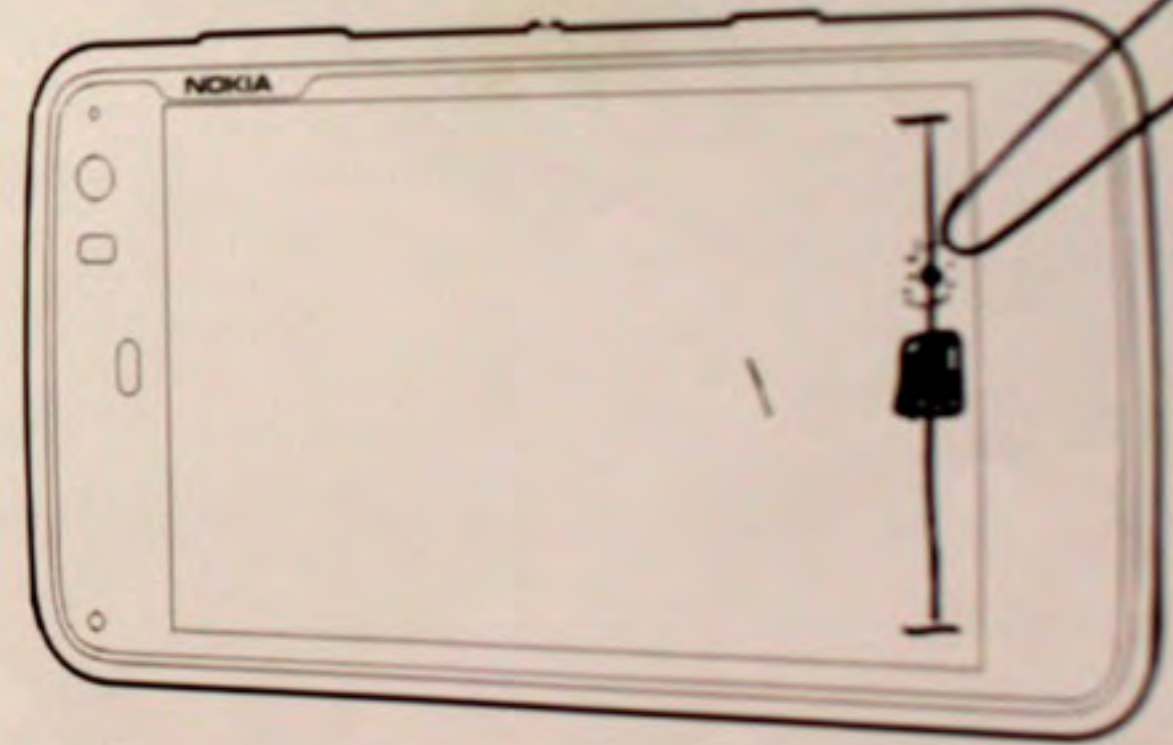
It's not art, it's about communicating your idea to the rest of the team and so you can remember it later.



STATUS BY
SWIPING



NON TOUCH



HISTORY THROUGH SWIPING OVER
PHONE

8. Go For Quantity.

It's not art, it's about communicating your idea to the rest of the team and so you can remember it later.