

Brainstorming

Setup

- **Name a facilitator**
- **Write down clearly - what are you brainstorming?**
- **Get energized!**

Rules

- **Defer judgment**
- **Encourage wild ideas**
- **One conversation at a time**
- **Headline**
- **Volume**
- **Build on the ideas of others**
- **Be visual**
- **Stay on topic**

Jumpstarting

- **Play with constraints, explore extremes**
What if it had to be... (think size, cost, time, low/high tech, etc.)
- **Think from another perspective**
(How would... a child ---? an extreme user? a specific persona? Etc.)
- **Refine the How-Might-We statement**
- **Play with combinations**
- **Focus on a different link in the value chain**
- **Use contra-logic (what if it were...the opposite of dominant logic? p108)**