

“The 7 Steps towards a successful Brainstorm” manmetkuif

1. Hello I am ...

2. Who is who?

3. This is our Goal

4. Laugh

5. Brain dump

6. Choose strongest Idea

7. Strengthen it

Introduce yourself. Don't wait for the group to be complete. When someone arrives, go up to them and shake hands. Make everyone feel welcome.

When the group is complete, tell something about your experience and something personal.

You have selected the attendants carefully.
Some will be experts and some will be supporters that will influence decision making.

You have selected the topic for the brainstorm based on what is the most important potential gain for the company.

More about this will follow in:
“How to make your packaging innovations work”

“The 7 Steps towards a successful Brainstorm”

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- 2. Who is who? Sense the group**
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Sense the group. Who is excited and who is tired?
Who knows each other already?

Let them tell their name, what they do and what they
love to do in their personal life.

The purpose is to get everybody to feel
at ease.

When you feel confident, throw in some
questions and let the group reply by
raising their hands (or by standing up)

“The 7 Steps towards a successful Brainstorm”

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2. Who is who?
- 3. This is our Goal: “How can we ... ?”**
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Write the Goal of your session on the wall or on a flip-over. Have a group discussion. Allow the group to shape a better formulation of the Goal.

“How can we ... ?”

Keep this sentence visible during the whole session.

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Reset everybody's mindset with a fun group activity. Be creative. If you need a suggestion, feel free to shoot me a message via kc@manmetkuif.nl or +31(0)6 1451 67 66

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Take 5 to 10 minutes for everybody to write their ideas on post-it's in silence. Explain that all ideas are welcome at this stage. The goal is to make everybody at ease to share their ideas.

Select one person to start explaining their ideas. Let them give you the post-it's one at the time. You paste them on a wall or window. If an idea is close to a former idea, cluster them.



If a weak spot of an idea is being pointed out, reverse this and ask how could this be improved



New ideas will pop up. Encourage this interaction.

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Select the strongest ideas by giving everybody 1 to 3 stickers. They vote for the ideas they believe in.

Allow discussion about strengths and weaknesses



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If the group is big enough split them up and let them pick one of the ideas with the most votes that they want to strengthen.

It could be focussed on strengthening it's weakness or improve how it fulfils the goal.

It could be focussed on one separate function. Or something else like fulfilling a consumer need.

Ideas per Function



Keep together



Protect



Provide Information

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2. Who is who?

When you feel confident about your draft Goal, ask participants to bring an inspirational example.



3. **This is our Goal; “How can we ...?”**

4. Laugh

5. **Brain dump**

6. Choose strongest Idea

7. **Strengthen it**



Individual



Cluster



Select

When you have time, prepare the walls to be filled with inspiration. This can be consumer trends, flavour trends, new technical possibilities or inspirational examples from around the globe.

