

Get More Out of Your Next Brainstorm.

Want to paper your way to the top? Print and cut out our brainstorming cards and keep them on hand to get the ideas flowing in your next big meeting.

Visit howlifeunfolds.com/brainstorming for more tips.

Write down two truths and a lie. Ask others to guess which is which.



Write down a bad idea. Fold it into a paper airplane and fly it across the room.



Have everyone write down 10 obstacles you think you may encounter. Rank them together.



How would you seal a box without tape?



What would a 5-year-old say about this? A 50-year-old?



Imagine your favorite fictional character. How would he or she approach this problem or idea?



Use scissors with adult supervision.





How would someone solve this problem in the 1960s? 1990s? 1920s? 1860s? Renaissance? Ancient Egypt? Medieval times? Prehistory?



Spend two minutes drawing a picture of the problem. Now write a caption for your illustration.



Write out your challenge in a short sentence. Write it again, changing one word. Repeat until the entire sentence has changed.



Think out of the box. Then think in it.



Picture a shoebox filled with a mirror, a knife, a piece of string and a bottle of water. Use these objects to solve your problem.



Put your phones in a box until you have achieved one breakthrough idea.





**Print out
the same
word in
multiple languages.**



**Write your problem
as a postcard.
As a love letter.
As a press release.
As a tweet.
What do they share?**



**What would
your best friend
tell you?
Your mom?
Your enemy?**



**Write the alphabet
vertically.
For each letter,
write an idea.**



**Write down what
brainstorm attendees
say in the
first 10 minutes
of the meeting.
Open up and
read aloud when
the meeting lags.**



**If your problem
were a color,
what would it be
and why?**



Set devices aside.





**Set a timer
to move to a
different seat
every 15 minutes.**



Take it outside.



**Play a game
of telephone.**



**Make a list
of everything
you assume to be true
about the problem.
On the other
side of the page,
challenge every
assumption.**



**Turn off the lights
and light the meeting
by the flashlight
on your phone.**



**Does the problem
actually
need solving?
Is your problem
really a problem?**



Keep pens and
paper handy!





**What if you
had to pay for
it yourself?**



**What would your
worst boss do?
Your best boss?**



**What would the
youngest person in
your organization
say is the problem?
What would
make that same
person proud?**



**Don't break the
next silence.**



**How would you
solve this if
you needed to
solve it today?
Next week?
Next year?
In 20 years?**



**Imagine the
problem is worse.
Now imagine it's
worse than that.**



Make room
for all voices to be heard.



TM



What does your problem have in common with a similar problem?



How would a _____ approach this problem?
[News anchor. Doctor. Novelist. Cowboy. Magician. Actor. Cheerleader. Grandmother. Vampire.]



Transport your problem to the world of your favorite book/movie/TV show.



How would your favorite fictional hero solve the problem?



Write the solution to your problem as a recipe. What are the ingredients?



Sing your next question to a common jingle.



Team 1

Team 2

Break out into smaller groups or teams.



TM



Describe your greatest mistake. What can you learn from it?



Write yourself a letter to open during your next brainstorm.



Imagine making a time capsule. What goes inside?



What would your competitor(s) do?



If you solved your problem, what new problem would take its place?



How would you sabotage the situation? What would you do first?



Don't forget to take notes.



TM

**How would you
cause the problem
that we are
trying to solve?**



**What would be
the easiest thing
to get rid of?
The hardest?**



**Assign roles
to people
in the room:
Optimist. Pessimist.
Devil's advocate.**



**Have everyone
write down
the first word that
comes to mind.
Put them
all on a wall.**



**Think bigger.
Think smaller.**



**Write down all
of the tools
you have available
at this moment.**



BIG IDEAS
-NEW LOCATIONS???
-RELAUNCH OF WEBSITE
-MARKETING CAMPAIGN
REFRESH

BLOCKERS
-BUDGET
-TIMING
ENABLERS
-STAKEHOLDER BUY-IN
-CONSUMER DEMAND
-ON-TREND



Photograph any boards or
posters to circulate later.





**Solve the problem
like the person
to your right would.**



**If the problem
was an animal or
plant, what would
it be and why?**



**Ask your question
backwards.**



**Write an obituary for
your problem.**

