



Goal

Acquaint participants with the theory behind the various brainstorming techniques and apply these techniques into practice. Post-brainstorming steps are also examined in order to convert new ideas into effective action.

Set-up

The set-up of the entire workshop is interactive and filled with examples.

After a plenary start, the participants set to work independently and assume the role of facilitator. The insider brainstorming tips & tricks can be applied in practice immediately. The workshop has two parts, the first 4 hours long and the second 2 hours.

The workshop can also be held in the evening on request.

Topics

The following topics are discussed:

Brainstorming theory

- What is creativity?
- How is an idea born?
- Functioning of the brain
- 2 phases of brainstorming
- 4 rules of the game
- Idea killers
- 4 Rs

After brainstorming

- Pitfalls
- The next step
- From idea to action!

Brainstorming in practice

- Preparation
- Formulation of key question
- Divergence techniques
- Convergence techniques

Output

After this workshop, the participants understand the various brainstorming techniques and are (better) able to set up and direct a brainstorming session. All participants receive the More Effective Brainstorming manual, the Brain Game cards with divergence & convergence techniques and the Idea Killers poster.

