Conducting a Brainstorm

Facebook Think Kit

Think about ways to complete a project, individually and as a group

Overview

Holding a brainstorm isn't unique, holding a productive brainstorm is. Great brainstorms are ones that set the stage for fresh and generative thinking through simple guidelines and an open and collaborative environment. Use this when you're just kicking-off a new project and want to hit the ground running with big ideas that will move your team forward.

30 - 60 min **3 - 10 people** **Beginner**

Edit this template
Right-click to unlock

Let's get started

STEP 1
Choose your best "How Might We" Questions.
Share the top 5 brainstorm questions that you created and let the group determine where to begin by selecting 1 to move forward with based on what seems to be the most promising for idea generation in the areas you are trying to impact.

STEP 2
Set the stage for creativity and inclusivity.
Go over the brainstorming rules and keep them in front of your team while brainstorming to encourage collaboration, optimism and creativity.

STEP 3
Start out solo.
Have each participant begin in the "solo brainstorm space" by silently brainstorming ideas and placing them into the template. This "silent-storming" avoids group-think and creates an inclusive environment for introverts and extroverts alike. Set a time limit. Encourage people to go for quantity.

STEP 4
Brainstorm as a group.
Have everyone move their ideas into the "group sharing space" within the template and have the team silently read through them. As a team, sort and group them by thematic topics or similiarities. Discuss and answer each any questions that arise. Encourage "Yes, and..." and build on the ideas of other people along the way.

STEP 5
Vote and determine next steps.
Use Dot Voting to select the ideas that seem most promising based on your criteria. As a team, decide together what the best next steps should be. Do additional people need to be in the room? Are there better questions to ask? Is more sorting or prioritization needed? Are there ideas to go more deeply into using **Crazy 8's** or to test using **Rapid Experimentation**?

Brainstorming Rules

1. **Encourage wild ideas**. (If none of the ideas sound a bit ridiculous, then you are filtering yourself too much.)
2. **Defer judgment.** (This can be as direct as harsh words or as subtle as a condescending tone or talking over one another.)
3. **Build on the ideas of others**. ("I want to build on that idea" or the use of "yes, and...")
4. **Stay focused on the topic at hand.**
5. **Have one conversation at a time.**
6. **Be visual.** (Draw and upload and/or show ideas whenever possible.)
7. **Go for quantity.**

Interested in learning more?
Check out the Facebook Think Kit website for additional tools and resources to help your team collaborate, innovate and move ideas forward with confidence.

TOP 5 BRAINSTORMING QUESTIONS

How Might We...	How Might We...	How Might We...	How Might We...	How Might We...
[Insert question here]	[Insert question here]	[Insert question here]	[Insert question here]	[Insert question here]

SOLO BRAINSTORM

GROUP BRAINSTORM

Vote

DRAG dots out to place your votes

Share your feedback