



# 5-MINUTE BRAINSTORMING PLAN

Brainstorming with teams and groups is a highly effective way to generate ideas, get suggestions, and develop new offerings. Good leaders know that employees, staff, suppliers, and customers all have unique insights. They also recognize that people want to feel they have a voice in the future of an organization, and their thoughts heard and valued.

## Effective Brainstorming

Remember these points to leverage your brainstorming efforts most effectively.

### Leaders speak last.

In a team meeting, leaders need to speak last, otherwise people perceive that leaders just want their own ideas validated.

### Agree to be open and inclusive.

Before starting, people need to agree that there are no dumb ideas, that all ideas should be heard, and that everyone should contribute.

### Capture ideas.

Ideas that are generated by brainstorming need to be captured in a way that are usable later. Many people use index cards or post-it notes to quickly generate individual ideas, and then they sort them on a wall or large poster. It's also easy to record the meeting and have it transcribed.

### Specificity creates relevance.

Questions for brainstorming need to be focused on a particular area, so that ideas are as relevant as possible.

Overly general questions like "How can we improve the customer experience?" are not as good as specific questions such as:

**1. How can we improve the customer experience in our retail store?**

---

---

**2. How can we improve the customer experience on our website?**

---

---

**3. How can we improve the experience when customers call us?**

---

---

**4. Where can we provide training for our emerging leaders?**

---

---

**5. What types of customers will we serve in 5 years?**

---

---

**6. What types of customers will we serve in 10 years?**

---

---