

## Description of Brain Storming

The concept is to use the power of a group with a common interest to develop the key issues of the question raised.

Start with diagram 'A' on a white board or similar. In the question box write a provoking question ie. How can we improve productivity in the manufacturing area?

Name the "Area Boxes" with identifiable locations within your business.

Next gather your team of at least 4 people, but the more people will usually net a better result.

### A few simple rules!

1. Try to encourage any answer, there are no dumb answers, ever!
2. Start "somewhere" and move in a round table motion
3. Anyone can 'Pass' don't embarrass people to give an answer
4. The answer must address the question
5. Keep the session moving
6. Timing is important, these sessions should rarely take more then 30 - 45 minutes. The first session you do will take longer, however only some people will understand the concept initially, each brainstorming session thereafter will be quicker to deliver.
7. Write in letters large enough for all to read
8. Write clear and legible
9. Go around the group 4 - 7 times more if answers keep coming

#### Step 1.

Develop a 'Meaningful' question and area

#### Step 2.

Conduct the session

#### Step 3.

Vote on key issues and tally the highest

#### Step 4.

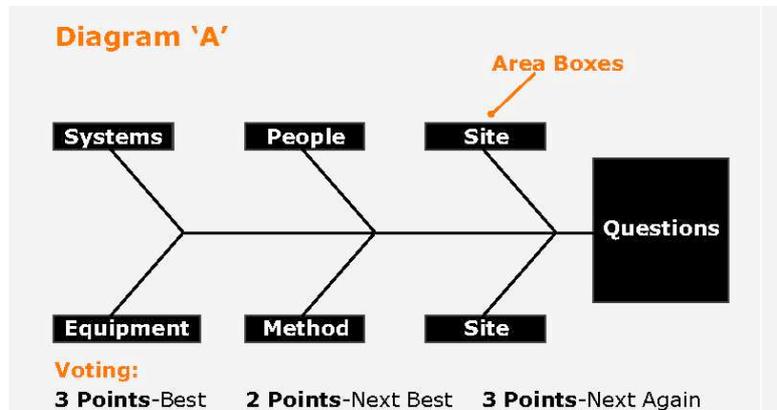
Clearly rate the highest 3 Answers

#### Step 5.

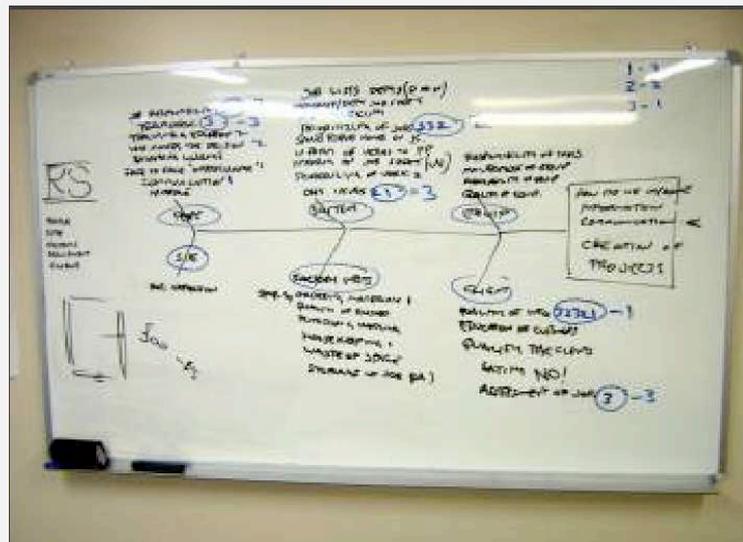
Discuss Findings

#### Step 6.

Act on findings to achieve an outcome



### Typical photo showing results



### Voting Procedure

Each person is required to vote using the scoring base as follows:

The chairperson conducting the session writes down the points next to the question.

When all have voted, simply tally the points and the most critical issue will be the one with the highest points and will yield the best results.

- 3 Points**       - Highest value answer
- 2 Points**       - Next value answer
- 1 Point**        - Next value answer



By handing this form to people the day before will assist their input. Call a meeting, then use a white board or similar to collect the answers, each person rates their three favourites, highest 3 points, 2nd = 2 points and 3rd = 1 point. When you finish totaling the highest scoring points you will easily see the top 3 issues to address in your business!

**How can we improve?**

**Distribution:** the way items move around the building

**Method:** the way you actually do things

**Equipment:** the machines or equipment involved in the process

**System:** how our processes work

**People:** the people involved in the actions or processes

**Specification:** the issues and documents relative to the task

**Top issues Analysed:** the weighting of issues highest number = Most Important.

1.	2.
3.	4.

**Top Tips:** Take action on the issues with the highest number. When brain storming assemble your team in a FUN environment. Go around the room, you can pass on your turn, remember to keep it short! Maximum time about 30 - 45 minutes. You will be amazed!



## More Brainstorming Ideas for Smaller Companies

### Brainstorming tips for better time management

The major bottleneck in any planning or problem solving process is getting key ideas, concepts and ideas down to rapidly move the project forward. Brainstorming or generating new ideas and options for specifications and solutions is the quickest way to develop rapid information and concepts.

The resulting outcome of your solution or plan is only as good as your best options and ideas you put in it. It is also important how fast you can come up with new ideas, as you will need many of them in your team management and decision making.

Fortunately, there are ways to significantly improve your effectiveness in brainstorming new ideas!

### Brainstorming Delivers Answers

- ✔ Though sometimes the word brainstorming refers to group brainstorming sessions, here we will look at how you can brainstorm to generate ideas on your own.
- ✔ With very few exceptions, everyone already has a natural ability of creative thinking, yet that creative ability is fragile. It is easy to block it just by the way you use it, by your attitudes and by the way you think.
- ✔ The best practical way to have good ideas is to have many of them first, and then select the best ones. Generating as many ideas, fast, is what brainstorming is focussed on.

### In your brainstorming session you can follow these steps

- ✔ First, take a few minutes to think about what it is you would ideally like to accomplish. How clear a picture you see in your mind? Try to refresh and extend your view of the problem. In particular, think of 5 people you know that come from a different background than yours and imagine what each of those people, one by one, would see in your problem, how they would approach it.
- ✔ Now it is time to start the actual brainstorming exercise. Take a sheet of paper, a pen and your watch. Set a goal to write a certain large number of options (over 10 - 20) or ideas within a specific short time interval (minutes). A good example is a goal to write 20 ideas within 5 minutes.
- ✔ What is important in this activity is that you focus in quantity of ideas, not quality. When you brainstorm, you just write in a list manner, whatever comes into your mind and write fast. You let your imagination flow, you play. Forget all judging or analysing, common sense, rules, or practicality.
- ✔ A pressing, almost unrealistic deadline plays an important role in the brainstorming session. It mobilises your subconscious and conscious minds. It helps to paralyse your judgment, analysis and other mental blocks, freeing your imagination.
- ✔ After the time is up, take a few more minutes to brainstorm a few more ideas, until you feel you cannot squeeze anything more out of your mind. Often those last ideas will be the most valuable ones.
- ✔ At the end of this brainstorming exercise you have a long list of ideas, options and thoughts. You will discard most of them later, at the judgment stage. Yet, the ideas you eventually select tend to be much better than something that would logically follow from what you had in your mind, before the brainstorming exercise.

**The outcome may surprise you. It is worth every minute you spend on it!**

## How do we do it?



The concept is to use the thought power of a group with a common interest and to develop the key issues of the question/s raised. Start with diagram 'A' on a white board or similar. In the question box write a provoking question ie. How can we improve productivity in the manufacturing area?

Name the "Area Boxes" with identifiable locations within your business. Next gather your team of at least 4 people, but the more people you have will usually net a better result.

## We need:

- ✓ A suitable venue (board room, lunch room or similar)
- ✓ Seating for all plus power for the data projector ( I supply projector)
- ✓ A white board or suitable 1200 x 1200 white panel or similar

## The Outcome we deliver will be:

- ✓ A list of all the issues identified at the session
- ✓ Importantly the top 3 - 5 Hot Spots in your business and a better understanding of issues will be obvious
- ✓ We will offer an insight into how we can help address these hot spots
- ✓ A virtual "line in the sand" to enable you to start the process of business improvement



## How much?

### The costs are set out below

The overview I provide can be specifically designed, and individual needs catered for:

- ✓ 6 - 8 Hour Brain Storming Session \$1050 + GST
- ✓ Plus Airfares and transfers, at cost
- ✓ Plus Accommodation if required at cost

Ask for specific needs - **You will receive:**

## Money Back Guarantee on Brain Storming!

- ✓ *If you are NOT happy with our processes and not provided value... I will ask you after a few hours, and if you say "NO VALUE" then I pack up, we shake hands and I move on! No invoice, we just walk away friends!*
- ✓ *You will be charged for Airfares, transfers etc. if applicable. We only offer money back on The Brain Storming Session.*