


Creativity Session

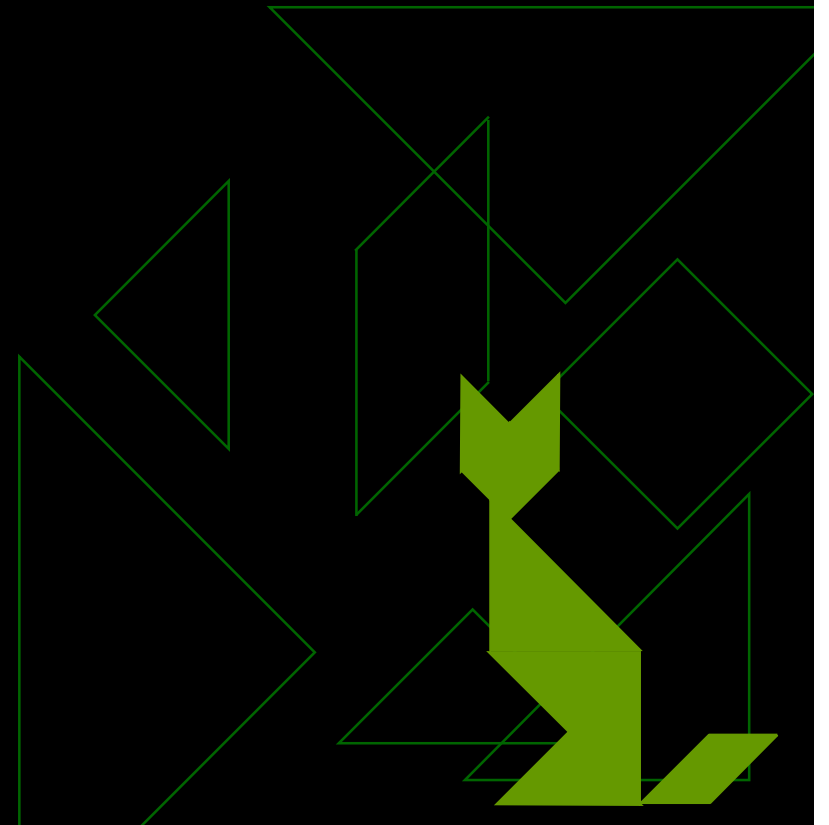
Presenter's Name

Agenda

- 
- The slide features several decorative green geometric shapes. A small triangle is positioned to the left of the 'Overview' bullet point. A larger, more complex shape composed of multiple overlapping triangles and polygons is located in the bottom right corner of the slide.
- ◆ Overview
 - ◆ Brainstorming objectives
 - ◆ Rules
 - ◆ Brainstorming activities
 - ◆ Summarize
 - ◆ Next steps

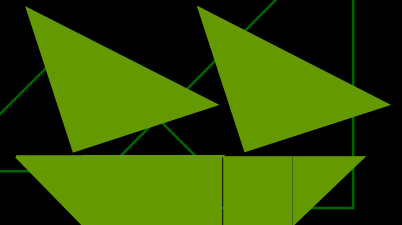
Overview

- ◆ Quick overview of what this meeting is all about
 - Agenda
 - What to expect



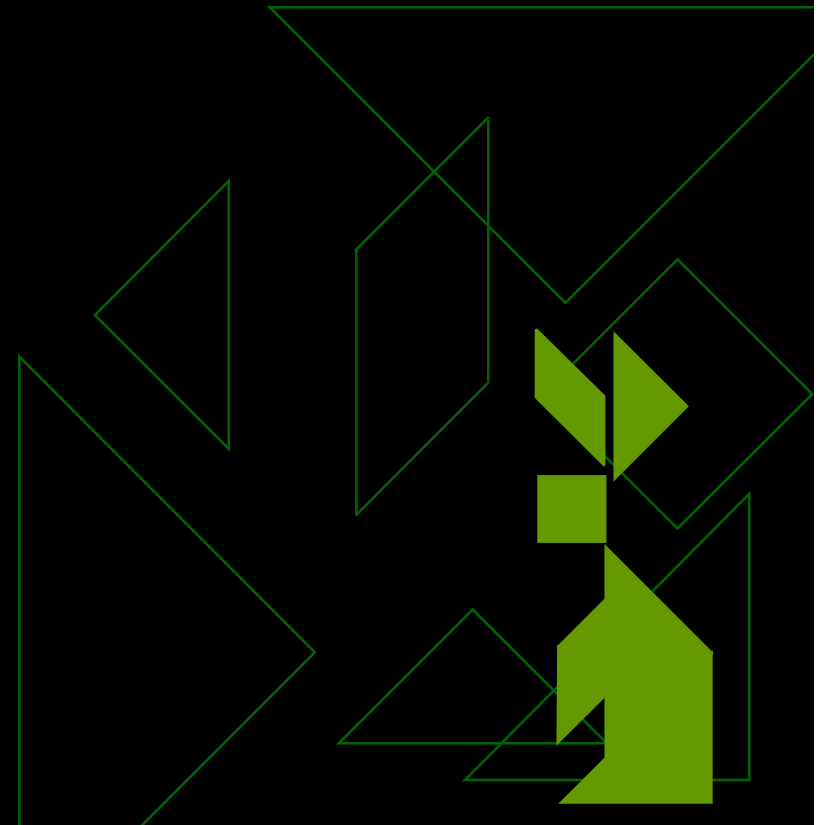
Brainstorming Objectives

- ◆ Describe the objective(s) of the exercise:
 - New product or service ideas?
 - New feature ideas?
 - Feature/product naming?
 - Promotion ideas?
 - New process for doing something?
- ◆ Define top requirements or restrictions.



Rules

- ◆ No idea is a bad idea
- ◆ Be creative
- ◆ Take risks
- ◆ No criticism allowed



Brainstorming Activity

- ◆ Generate ideas
 - Use games and exercises to “warm up” your creative thinking
 - When ideas slow down, try another exercise to generate fresh ideas
 - Breaking into smaller groups may be helpful
- ◆ Use a computer to capture every comment/idea (in Microsoft PowerPoint, of course, using Meeting Minder)



Summarize

- ◆ Review ideas
- ◆ Vote on top candidates and consolidate
- ◆ Check requirements and restrictions
- ◆ Trim list to top 5-10 ideas



Next Steps

- ◆ Describe what happens next:
 - Research the ideas generated?
 - Follow up with larger group?
- ◆ Generate action items for follow-up:
 - Start turning ideas into reality.

