

THE BRAIN-STORMING PLAYBOOK

HOW TO HARNESS THE
POWER OF CO-CREATION





**NONE OF US IS
AS GOOD AS
ALL OF US."**

- RAY KROC

PART 01.

ENSURE MULTIPLE PERSPECTIVES



PART 02.

CREATE FREEDOM FROM FEAR



PART 03.

EMBRACE IMPERFECTION



PART 01.

ENSURE MULTIPLE PERSPECTIVES

If you only surround yourself with people who think exactly the way you do, the potential for fresh ideas decreases sharply.



1.1

INVITE PEOPLE WITH DIFFERENT SKILLSETS

Let's say you have to work on a social media-led brief. In that case, don't just put people from the social team together. Also include more "traditional" creatives, or designers, as well as people who work on different categories.

1.2

HAVE IDEAS PEOPLE IN THE MIX

Conceptual big picture thinkers will make sure to keep everyone grounded, in case the group starts chasing executions rather than ideas.

1.3

BRING ALONG A WILD CARD

Invite someone detached from the industry. For example, a university professor, or even a representative from your target audience.



1.4

INVOLVE THE CLIENT

Agencies often hesitate to get clients involved in the creative process. In my experience however, it's the best thing you can do, because everyone shares ownership of the final ideas.



PART 02.

CREATE FREEDOM FROM FEAR

Sharing one's ideas with others can not just be intimidating but also quite personal. So, creating a surrounding that is free from fear, is an absolute prerequisite for ideas to flourish.

2.1

FORM BREAKOUT TEAMS

Break the group of participants into smaller working teams of 3-4. This not only creates a more intimate setting, but also drives efficiencies. Small teams just get to ideas much faster than larger groups.

2.2

GET AWAY FROM THE OFFICE

When you're at the office,
there will always be
something that pulls you
back into the urgent,
which in turn scares great
creative thinking away.



2.3

NURTURE CRAZY

Foster an atmosphere that is not about killing ideas, but about encouraging wild and crazy thoughts. You can always find reasons for why an idea won't work – that's easy. What's not easy, is to find ways to make these crazy ideas work.

PART 03.

EMBRACE IMPERFECTION

Too often do we want to make things perfect, which realistically is unachievable. So, instead we get stuck, and miss the opportunity to get to good ideas that have the potential to become big.

3.1

MAKE IT FAST

Share your ideas quickly, and share as many of them as possible. Try to put a 10-15 minutes time cap on initial brainstorming, because the more time people have, the more they tend to overthink their ideas.

3.2

IF IN DOUBT, SHARE

There are (almost) no stupid ideas. So, if you're in doubt whether your idea is stupid or not, always (!) share it. You never know how a seemingly bad idea might inspire someone else.

3.3

BUILD ON EACH OTHER'S IDEAS

One technique you could try is to first ideate in smaller teams, then swap your ideas with another team, and finish or further build on their thinking, while they do the same with yours.

DO YOU HAVE ANY OTHER ADVICE FOR BRAIN- STORMING CREATIVE IDEAS?

Please let me know in the
comments below.