

There Are No Bad Ideas in Brainstorming...But...

Elle Marcus



Hi, I'm Elle!



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Boston, InterSystems



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MassArt, MDES '22

Case Western Reserve
University, B.S. Mechanical
Engineering '16



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Mint cookies & cream



30% of sharps

Are disposed incorrectly
in the U.S.



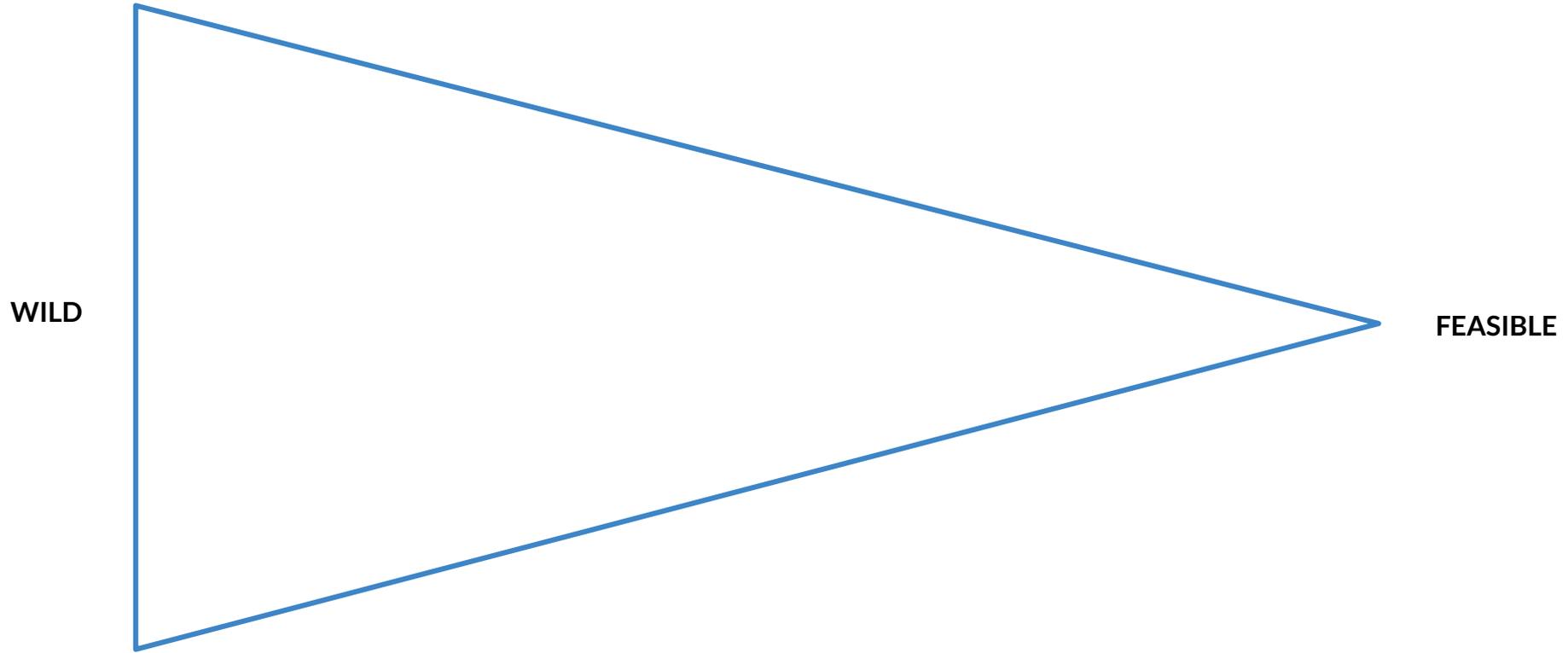
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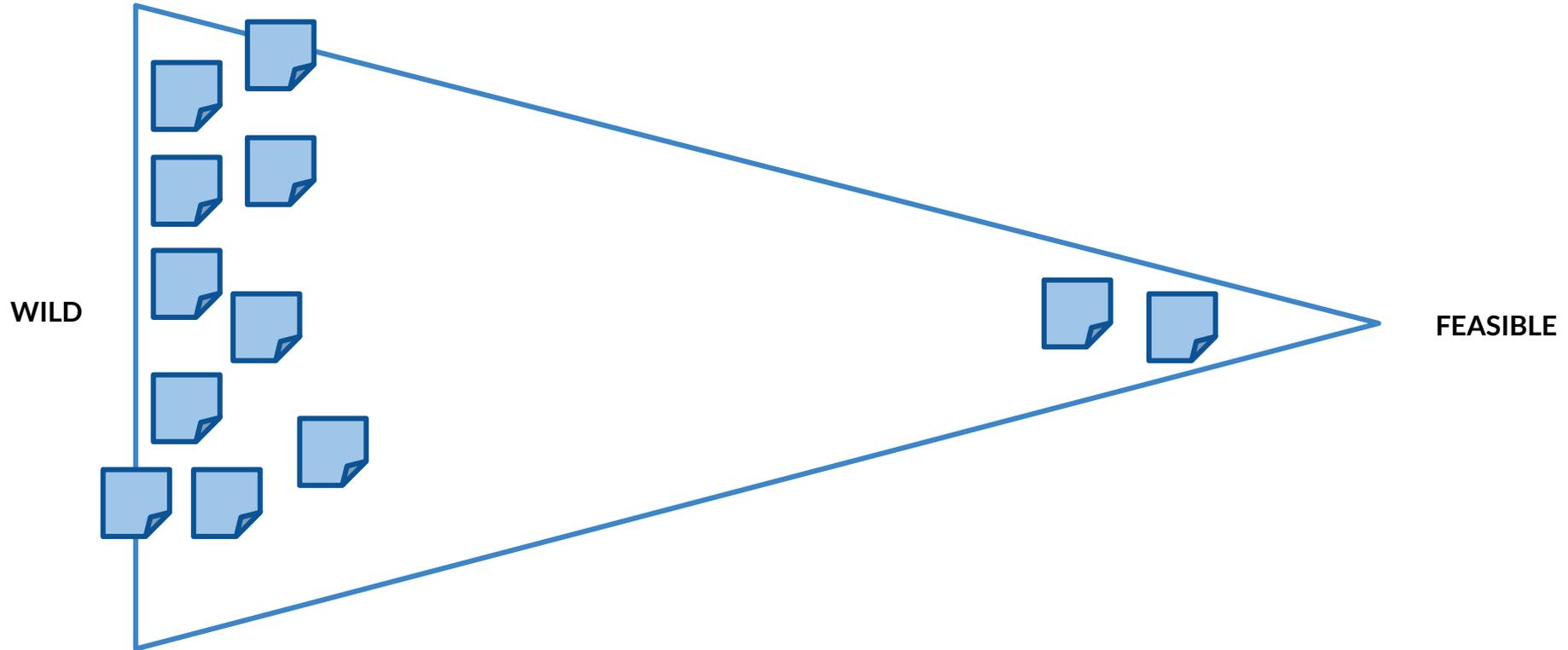
Idea:

Put a boxing glove inside of a
trash can.

Thinking of wild ideas is a widely known brainstorming tactic.

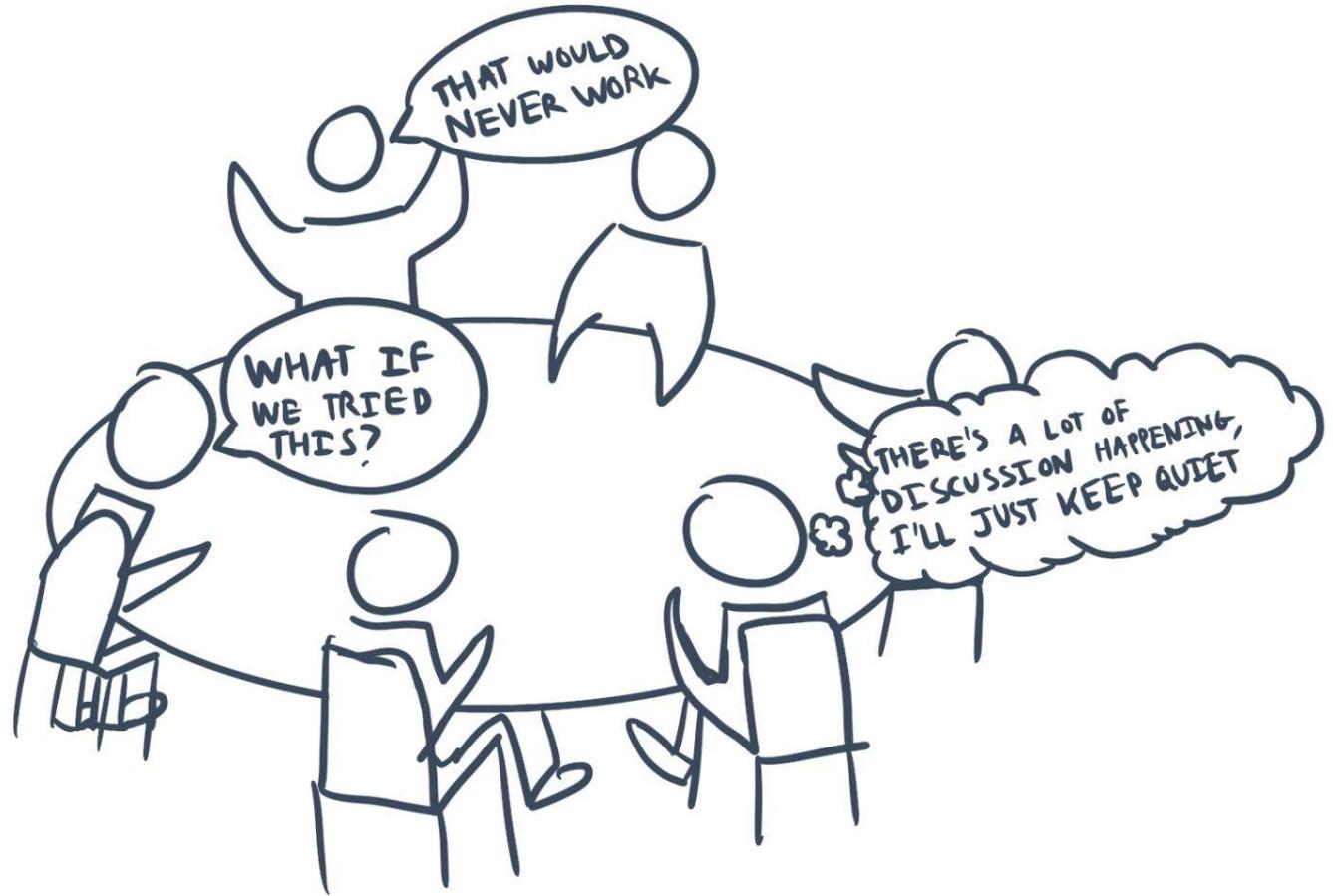


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Solo Brainstorming

PROS

- Mitigates group think
- Go at your own pace
- No judgement

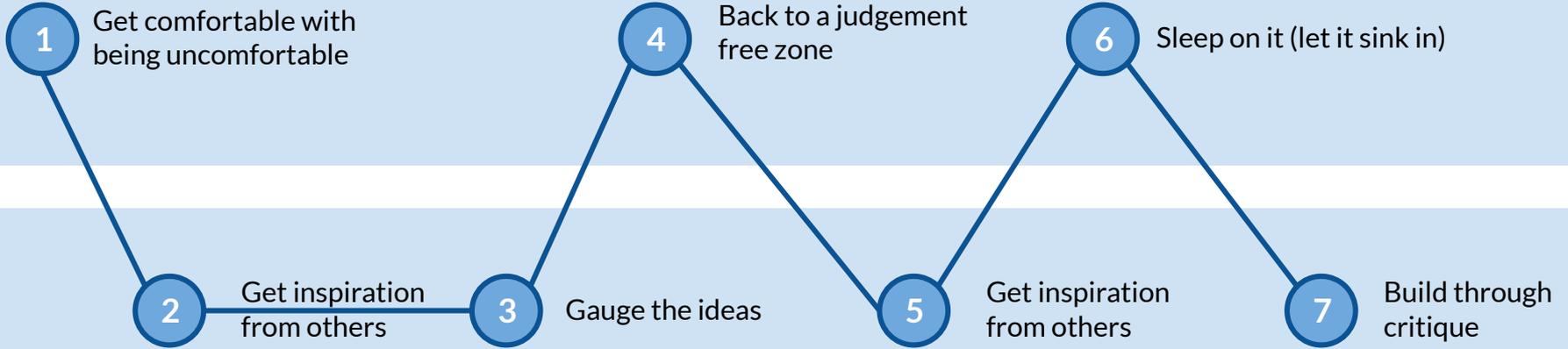
CONS

- No diverse perspectives



How do we satisfy every type of personality in brainstorming sessions while producing a winning idea?

INDIVIDUAL



GROUP

1 Get comfortable with being uncomfortable

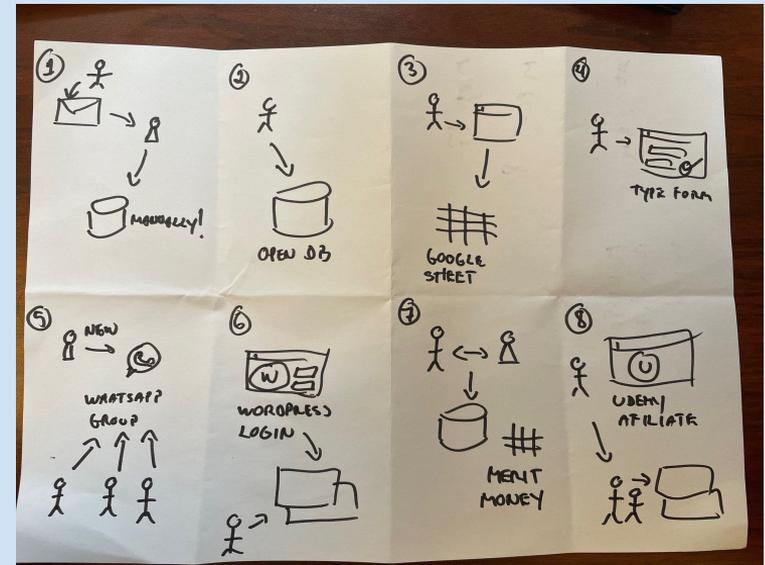
No time to judge yourself

No one can judge you

Prevents **anchoring bias**

Everyone must be engaged

Crazy 8s

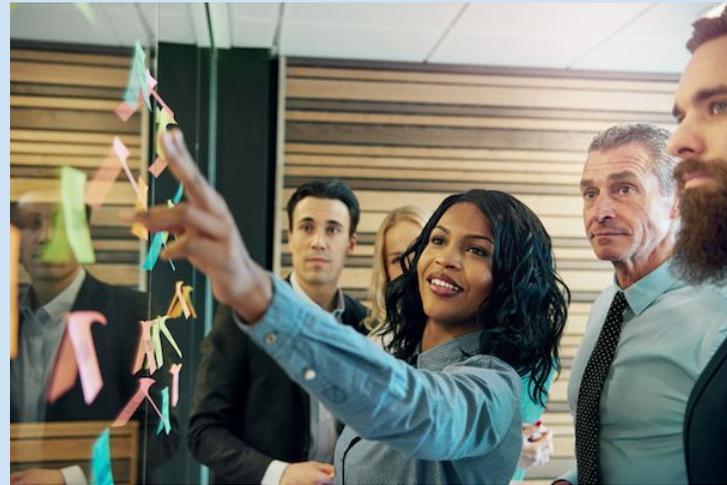


2

Get inspiration from others

No asking “**how would that actually work?**”

Group Sharing



4

Back to a judgement free zone

Start flipping the the wild to the feasible

HBR: More likely to generate more original ideas when thinking alone

Time to research

Individual Brainstorming



5

Get inspiration from others

This is normally what
brainstorming sessions tend to be

Group Brainstorming



6

Sleep on it

Sleep helps you absorb new information, and can help you come up with creative ideas

Sleeping



7

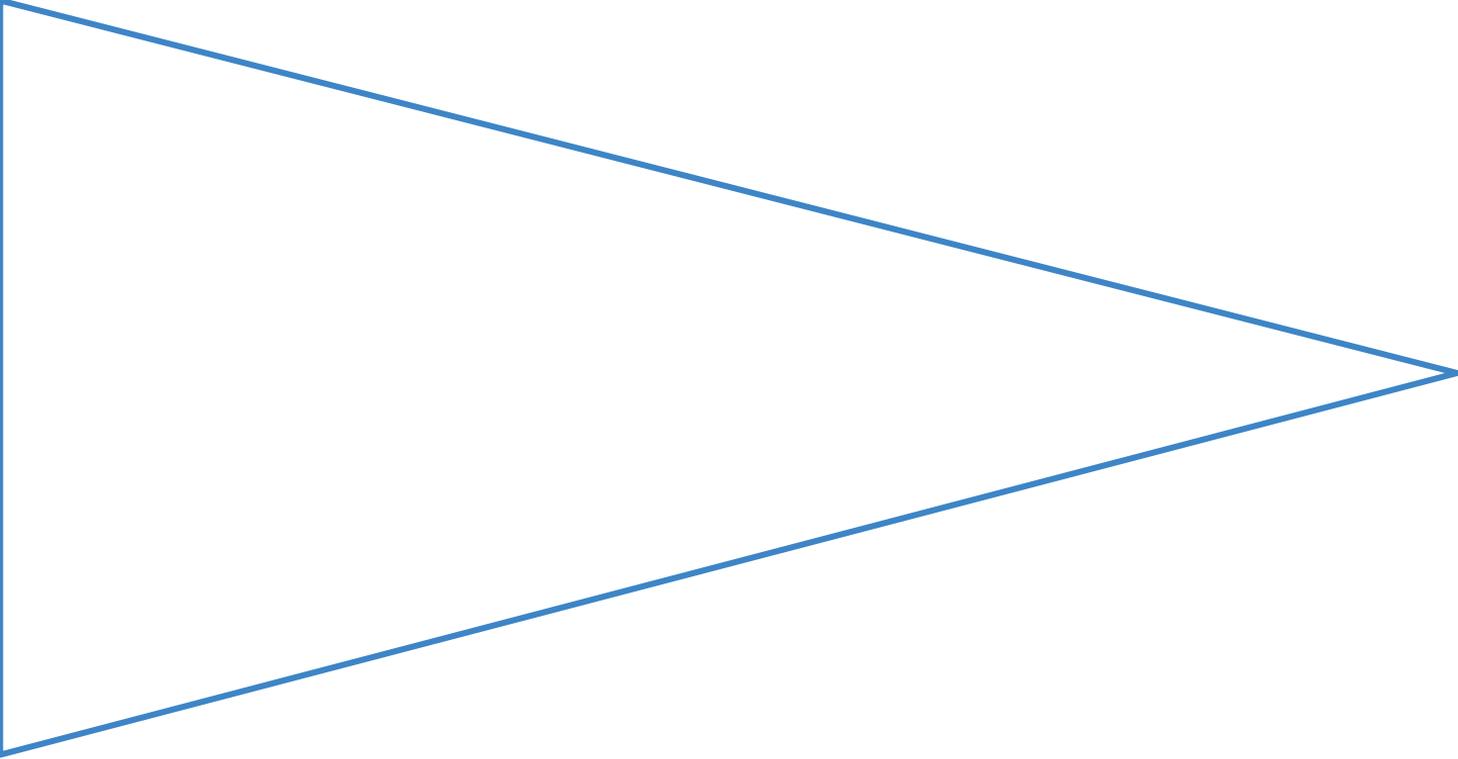
Build through critique

HBR: Criticism in a cooperative setting
generates 16% more ideas that were
17% more creative

Critique to build: “Have you thought
about it from this perspective?”

Critique and Converge





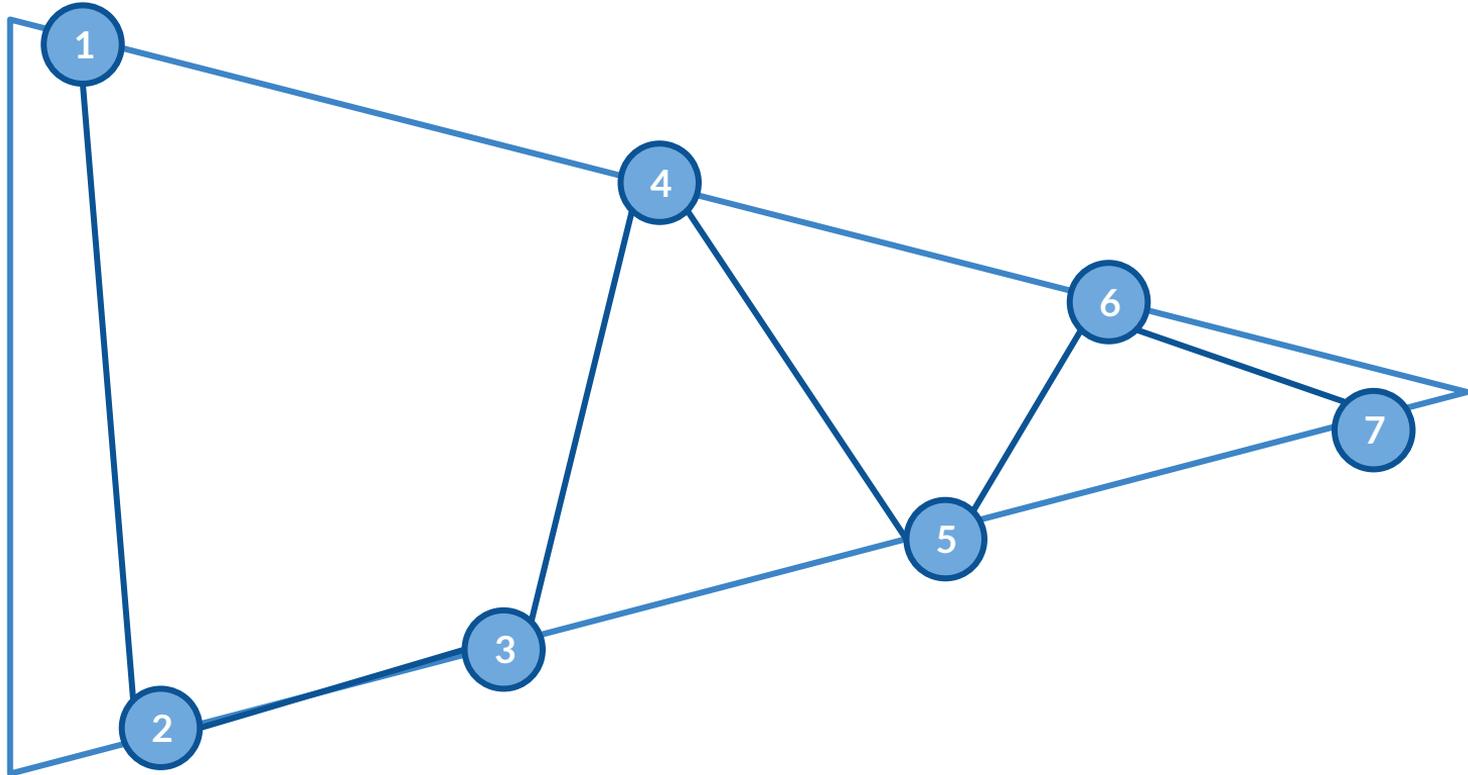
WILD

FEASIBLE

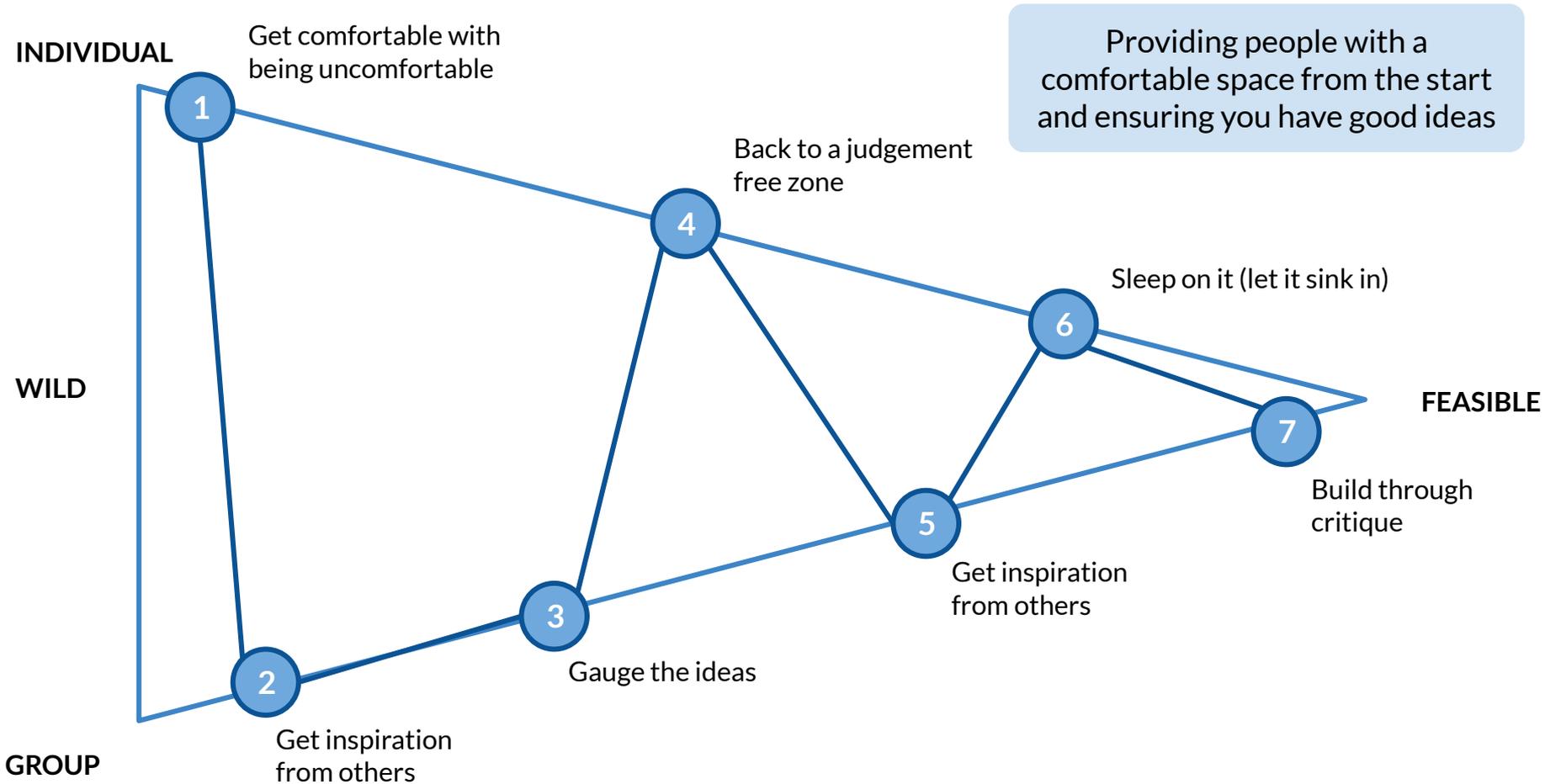
INDIVIDUAL

WILD

GROUP



FEASIBLE



Thank You!

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