

Seek inspiration



When preparing a brainstorm, inspiration is key to stimulating creativity.

Rather than starting from scratch, it can be useful interesting to introduce external triggers, such as images, to help brainstorm participants to think differently and make new connections. Surprising connections are especially useful when your group is stuck trying to generate new ideas or find solutions.

Here are some ways to provide inspiration and spark ideas in a brainstorming session

HOW?

- * Present a **benchmark** of innovative cases or trends in use.
Such cases will be all the more inspiring if they are based on similar issues, rather than taking place in the same industry/sector.
- * Use a **virtual consultant**: address the problem by putting yourself in the shoes of a well-known personality: "How would I solve the problem if I were...".
- * Imagine a solution in **another universe** (in another country, on Mars, in ancient Greece, in the world of Harry Potter, etc.).
- * Use a set of **stimuli** that is completely decorrelated from the subject. These can be **visual** (picture game) or **sensory** (put your hand in a bag of seeds or feathers, for example). This will shift the group's thinking.
- * Solve the problem using **super powers** (flying, mind-reading, teleportation, ultra speed, etc.).
- * Create the **worst case scenario**: start by imagining the worst case scenario related to the experience, then reverse your ideas.
- * **1+1 = 3**, mix up your own ideas: pick two ideas at random, make a new one out of them and try again...