

Raise the **B — A — R**

Brainstorm (pg 12)

- **JOLT** the team members outside their normal way of thinking.
- Go for **QUANTITY**.
 - o Nothing is too outrageous.
 - o Consider every idea.
- **DISCOURAGE CRITICISM** of any ideas.
- **PIGGYBACK ideas**. One idea can lead to another.
- **EVALUATE the ideas** at end of session or after 1 – 2 days.
- Teach the difference between **constructive** and **negative** criticism.

Ask the right questions

- **NOT** “How can we build a better mousetrap?”
- **Ask** “What can we do with the mice that are where we don’t want them?”

- **NOT** “How do we build a bridge over the stream?”
- **Ask** “How can we get from one side to the other of the stream?”

Reduce “Functional Fixedness” (pg 14)

- This means **seeing only the use an object was designed for**
- Find a **non-traditional way** to use something

- **Coach exercise:** Show the team an object. Ask them to brainstorm other uses for it, **even if it sounds wacky!** Nothing is too wacky!