

# Creating Open Minds: Using Brainstorming Techniques to Lead Innovation

- The Environment**  
 Be picky about the location.  
 Give people room to move.  
 Give play a chance.  
 Have a diverse group.  
 Appoint a facilitator.  
 Stick to the rules.  
 Keep notes.  
 Limit any parameters.



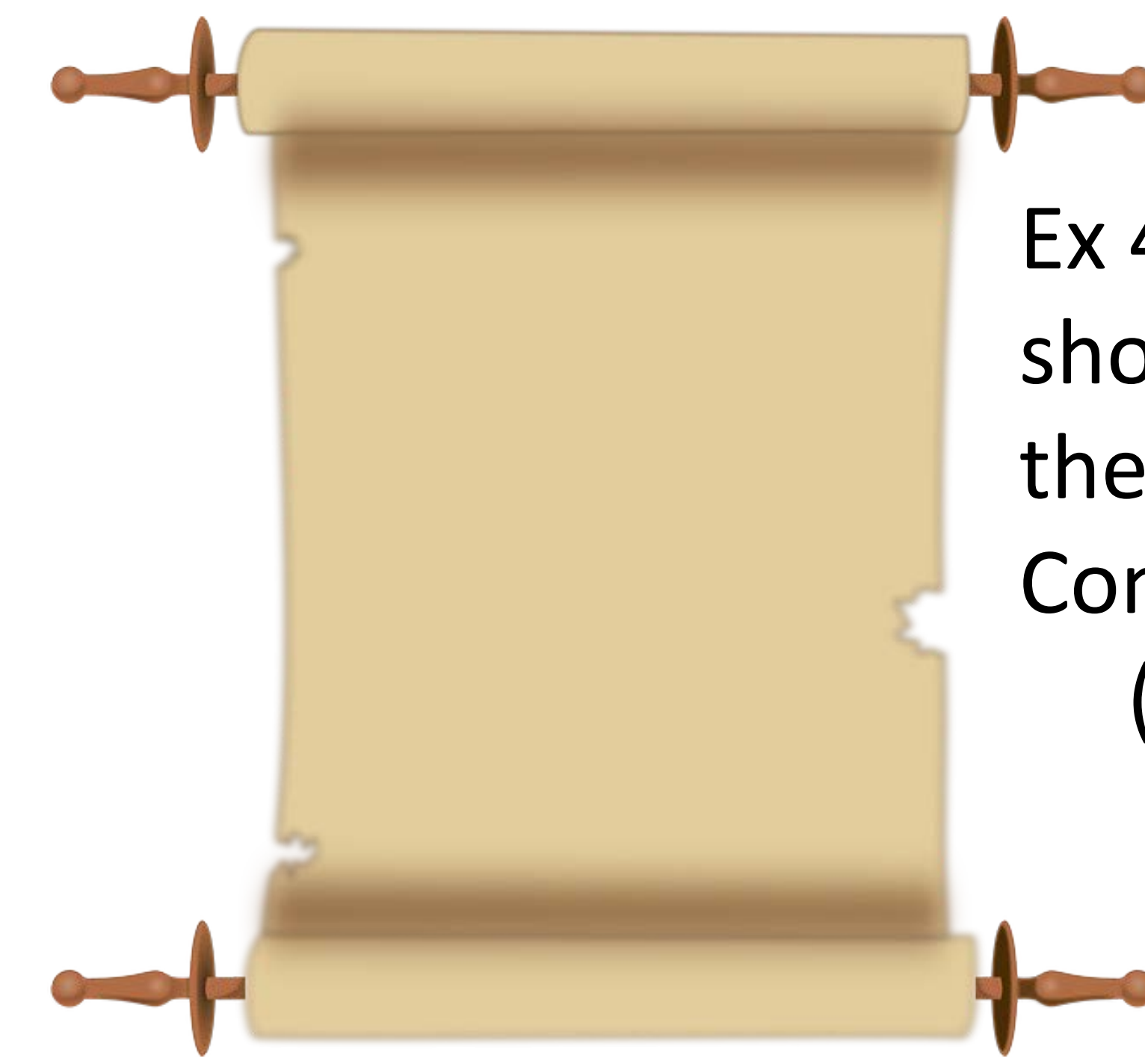
Ex:  
Brainstorm a new design for a library information desk.



What is wrong with this question?

It is too general

## 4. The Long List

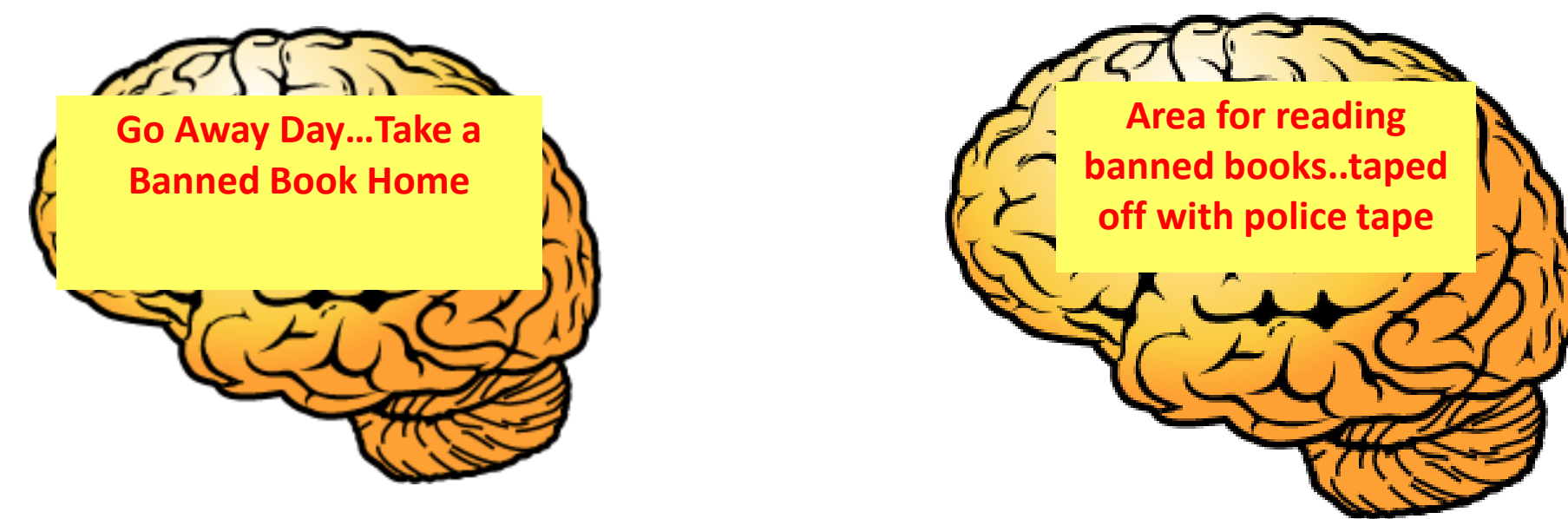


Ex 4. What programs should be included in the 2015 NYLA Conference?  
 (100 ideas  
 15 minutes)

100 ideas, are you crazy? Why?

The early ideas are the easiest and least creative. Real creativity occurs after the easy ideas have been said.

## Five Techniques for Brain-Storming



## 2. Role – Storming



Ex 2. How can we better serve senior citizens?



## 5. Brand - Storming



Ex 5. What would a community room look like for college age library users?

### The Rules:

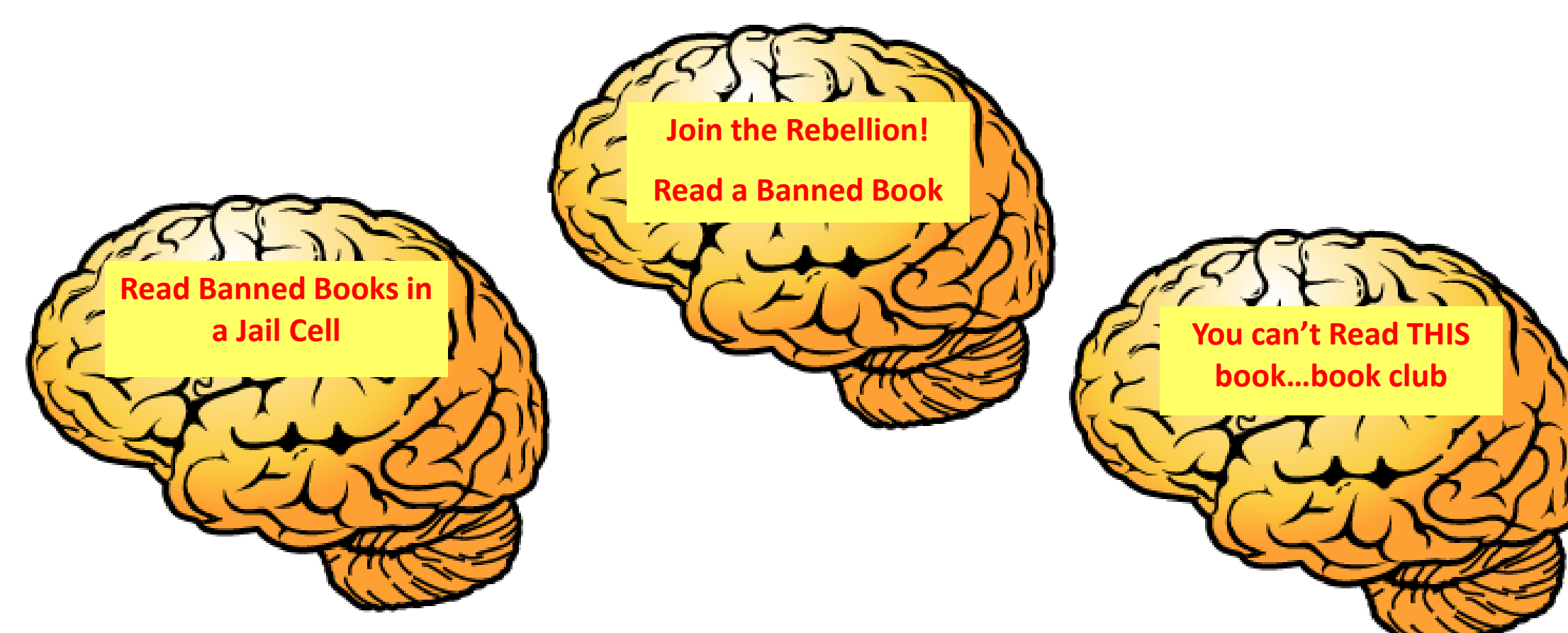
- Defer judgment
- Encourage wild ideas
- Build on the ideas of others
- Stay focused on the topic
- One conversation at a time
- Be visual
- Go for quantity

And... Stick to the rules!

- Work quickly.
- No idea is refused.

## 1. Mind – Storming

Ex 1.  
What new programs should be developed for banned books week? (20+ ideas)



## 3. Opposites

Ex 3. What is the opposite of what we are doing now?

Why?

It provides a different perspective and can spark ideas.

### BRAND: Target

It is divided into areas devoted to specific needs of the user.

