

Creative Brainstorming



“It is better to have enough ideas for some of them to be wrong, than to be always right by having no ideas at all.”

Edward De Bono

Creative thinking is essential in business. If your organization can find a way to provide something faster, stronger or better than competitors eventually it will be successful. The ability to generate new ideas plays a major role in the level of success an organization achieves. Consider some of the most successful and innovative organizations in today’s business world: Facebook, Apple and Amazon have all encouraged and demanded innovation and creativity from their staff. Idea generation is therefore crucial and the brainstorming process, if employed effectively, is an invaluable tool. If participants cannot creatively participate then the process is doomed. Equally if there is creativity without objectives, criteria or control then the session will end without a satisfactory outcome.

Unfortunately many brainstorming sessions fall into the latter category. Factors that limit the effectiveness of brainstorming include poor management, dominating participants, negative thinking, criticism, perceived gaps in knowledge and/or superiority, topic fixation, language and cultural differences. Considering all these challenges it is easy to see why brainstorming is so often unproductive. Creativity is often suppressed due to our upbringings, education and cultural influences both from society and our organizations. Nevertheless, we all have the potential to contribute meaningfully to brainstorming activities provided we can overcome these challenges.

Our training program re-introduces participants to creative thinking through innovative group based projects and activities. We attempt to change participants’ mindsets by encouraging them to see problems as creative challenges. Participants take part in workshops using various verbal, written and visual brainstorming concepts. Each participant also learns how to be an effective brainstorming moderator. This part of the training guides participants in how to set objectives, clear (SMART) goals and criteria. Creating the correct environment is also essential when brainstorming so all participants will be introduced to innovative warm-up activities that can greatly help in creating a positive group atmosphere.

For full course outline please feel to email us at: info@platinum-training.co.jp