

Get More Out of Your Next Brainstorm.

Want to paper your way to the top? Print and cut out our brainstorming cards and keep them on hand to get the ideas flowing in your next big meeting. Visit howlifeunfolds.com/brainstorming for more tips.



Use scissors with adult supervision.

Write down two truths and a lie. Ask others to guess which is which.



Write down a bad idea. Fold it into a paper airplane and fly it across the room.



Have everyone write down 10 obstacles you think you may encounter. Rank them together.



How would you seal a box without tape?



What would a 5-year-old say about this? A 50-year-old?



Imagine your favorite fictional character. How would he or she approach this problem or idea?





How would someone solve this problem in the 1960s? 1990s? 1920s? 1860s? Renaissance? Ancient Egypt? Medieval times? Prehistory?



Spend two minutes drawing a picture of the problem. Now write a caption for your illustration.



Write out your challenge in a short sentence. Write it again, changing one word. Repeat until the entire sentence has changed.



Think out of the box. Then think in it.



Picture a shoebox filled with a mirror, a knife, a piece of string and a bottle of water. Use these objects to solve your problem.



Put your phones in a box until you have achieved one breakthrough idea.



Give your sessions a time limit.





Print out the same word in multiple languages.



**Write your problem as a postcard.
As a love letter.
As a press release.
As a tweet.
What do they share?**



**What would your best friend tell you?
Your mom?
Your enemy?**



**Write the alphabet vertically.
For each letter, write an idea.**



**Write down what brainstorm attendees say in the first 10 minutes of the meeting.
Open up and read aloud when the meeting lags.**



If your problem were a color, what would it be and why?



Set devices aside.





Set a timer to move to a different seat every 15 minutes.



Take it outside.



Play a game of telephone.



Make a list of everything you assume to be true about the problem. On the other side of the page, challenge every assumption.



Turn off the lights and light the meeting by the flashlight on your phone.



Does the problem actually need solving? Is your problem really a problem?



Keep pens and paper handy!





What if you had to pay for it yourself?



**What would your worst boss do?
Your best boss?**



**What would the youngest person in your organization say is the problem?
What would make that same person proud?**



Don't break the next silence.



**How would you solve this if you needed to solve it today?
Next week?
Next year?
In 20 years?**



**Imagine the problem is worse.
Now imagine it's worse than that.**



Make room for all voices to be heard.





What does your problem have in common with a similar problem?



**How would a _____ approach this problem?
[News anchor. Doctor. Novelist. Cowboy. Magician. Actor. Cheerleader. Grandmother. Vampire.]**



Transport your problem to the world of your favorite book/movie/TV show.



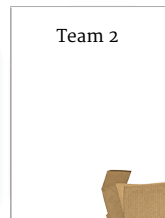
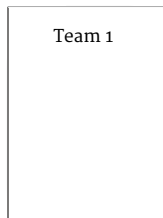
How would your favorite fictional hero solve the problem?



Write the solution to your problem as a recipe. What are the ingredients?



Sing your next question to a common jingle.



Break out into smaller groups or teams.





Describe your greatest mistake. What can you learn from it?



Write yourself a letter to open during your next brainstorm.



Imagine making a time capsule. What goes inside?



What would your competitor(s) do?



If you solved your problem, what new problem would take its place?



How would you sabotage the situation? What would you do first?



Don't forget to take notes.





How would you cause the problem that we are trying to solve?



What would be the easiest thing to get rid of? The hardest?



Assign roles to people in the room: Optimist. Pessimist. Devil's advocate.



Have everyone write down the first word that comes to mind. Put them all on a wall.



Think bigger. Think smaller.



Write down all of the tools you have available at this moment.



Photograph any boards or posters to circulate later.



Solve the problem like the person to your right would.



If the problem was an animal or plant, what would it be and why?



Ask your question backwards.



Write an obituary for your problem.



Add your own brainstorming prompts to the blank cards. Good luck brainstorming!

