

Creating Open Minds: Using Brainstorming Techniques to Lead to Innovation

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Warning! This workshop will be successful **ONLY** if you participate fully!

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Agenda

- Introductions
- Setting the stage & learning outcomes
- Quick brainstorming exercise
- Cardinal rules
- Five brainstorming technique
 - What it is?
 - How to do it?
 - How to lead it?
 - Practice.
 - Reflection.
- Final wrap-up

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Introductions & Setting the Stage

- Who are we?
- Why brainstorming?
- Learning Objectives
 - Apply techniques that will lead to productive idea generation.
 - Lead an ideation activity with library staff and/or community members.
 - Teach others how to brainstorm effectively.

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Sharing Your Brainstormed ideas!

Ideas shared in this Google Document will be available to everyone in the workshop.

<http://tinyurl.com/nylaideas>
("NYLA ideas")

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Quick Brainstorming Exercise

- Divide into groups.
- Brainstorm a new design for a library information desk.
- 5 minutes! Go!

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What worked? What didn't?



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CREATING AN ENVIRONMENT FOR BRAINSTORMING

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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. (next slide)
- Keep notes.
- Limit any parameters.

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Brainstorming Rules from IDEO

- 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.

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Technique #1
MIND-STORMING

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Mind-Storming

What is it? Brainstorming with yourself.

Why?

- 1) It is the basis for other techniques.
- 2) Often we only have ourselves.

Example: Mind-storming names for a new library program.

Brainstorming ⇄ Innovation (12)

Mind-Storming

How do you lead yourself?

- Give yourself a specific question.
- Give yourself a time limit.
- Focus.
- Stick to the rules.

Practice! What new programs should be developed for banned books week? (20+ ideas)

Report out.

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Technique #2

ROLE-STORMING

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Role Storming

What is it? You select a specific real or fictional character and brainstorm from that person's point of view.

Why? Frees you to think of wild and imaginative ideas.

Example: Brainstorm as Darth Vader, Ron Burgundy, Roseanne Conner, Olivia Pope (*Scandal*)

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Role-Storming

How do you lead?

- Create the question.
- Define the groups.
- Give examples of possible roles.
- Encourage them to start quickly.

Practice!

How can we better serve senior citizens?

Report out.

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Technique #3

OPPOSITES

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Opposites

What is it? You consider the exact opposite of what is normal.

Why? It provides a different perspective and can spark useful ideas.

Example: Rather than a library being a safe place, it is a dangerous place.

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Opposites

How do you lead?

- Create the question.
- Define the groups.
- Talk through 1+ examples.
- Be tolerant if this doesn't work easily.

Practice!
What is the opposite of what we're doing now? (10 minutes)

Report out.

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TIME TO REFLECT

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- What challenges would you have in leading a brainstorming session in your library?
- With staff or community members
- When is brainstorming the wrong tool?

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Technique #4

THE LONG LIST

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Long List

What is it? You brainstorm as many ideas as possible (100+).

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

Example: Allow patrons to create their own summer programming.

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Long List

How do you lead?

- Create the question.
- Define the groups.
- Challenge them! (long list, short time)
- Remind them of the rules.

Practice!
What programs should be included in the 2015 NYLA Conference? (100 ideas, 15 minutes)

Report out.

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Technique #5

BRAND-STORMING

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Brand-Storming

What is it? You (group) select a specific brand and brainstorm from that point of view.

Why? Provides a different basis for your brainstorming.

Example: If Apple, Lego, Disney, or NBA designed a new library, what would it look like? What services would it provide?

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Brand-Storming

How do you lead?

- Create the question.
- Define the groups.
- Give them brands to select from.

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Brand-Storming

Practice!

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

Brands:

- IKEA
- Nordstrom
- Lucasfilm
- I.M. Pei
- McDonald's
- Starbucks

Report out.

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Wrap Up

- What questions do you have?
- What will you take back to work from this workshop?
- What will you tell your colleagues?
- What worries you about using these?



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