



Brainstorm in a Box

Get ready to brainstorm for our Creative Confidence Challenge!

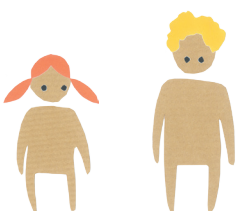
We're tackling the issues which hold young people back from their creative potential – and it's great that you're joining the journey.

In the Ideas phase we're seeking your fresh ideas that address the challenge question. These could be big ideas, little ideas, wild ideas ... all are welcome.

Running a live brainstorm with your friends and colleagues is a fun way to get some ideas down quickly and easily.

This Brainstorm in a Box is a handy tool for hosting your own OpenIDEO brainstorm – we call them OpenSTORMS.

Once you've run your brainstorm, be sure to upload your ideas online at: <http://bit.ly/cc-idea>



How might we inspire young people to cultivate their creative confidence?

open IDEO



Here's how...



1. Gather your participants and materials

Send out an email, organise brunch, meet after class – anything to get your brainstorm group together. 3-7 is a good group size. Alternatively, you could also use this toolkit to generate ideas on your own while commuting to work, waiting for a friend or instead of watching TV.

Materials to have ready include blank paper, printouts of the Concept Capture Sheets we've provided below, post-its, pens and markers. Sweets or snacks are also good for a pick-me-up during brainstorm sessions to keep folks motivated!

2. Pick a brainstorm topic

We prefer to pick a topic in the form of a “How might we...” question. Like, “How might we help people kickstart their efforts to live more actively?”

3. Warm up

To get your group energy flowing, try a quick warm-up exercise that's related to the topic you're exploring (check out the next page for tips)

4. Ready, set, brainstorm!

Brainstorm for 15-30 minutes on each topic. Go for quantity, defer judgement... read the Rules of Brainstorm before you start: http://bit.ly/oi_brainstorm

5. Upload your favourite concepts

Potentially the most challenging and important part of your mission – uploading the ideas to OpenIDEO afterward! From the Concept Capture Sheets below, you can photograph or scan your ideas and upload them to our Ideas phase:

<http://bit.ly/cc-idea> Add some text to flesh out your idea and spark conversation from others.

Check out more tips on how to OpenSTORM: <http://bit.ly/openstorm>



Brainstorming topics

What might we help a young person choose an attitude of fearless exploration and creativity?

Curiosity & open mindedness are essential ingredients for creativity. Building on these, how might we nurture courage and commitment to persevere?

Warm-up: List 20 ways which have helped you build confidence, creative or otherwise

How might we encourage hands-on learning?

Creative confidence is not a spectator sport – there's simply no substitute for rolling up our sleeves and getting our hands dirty.

Warm-up: List 20 ways kids like to actively engage

How might we connect young people to creative catalysts?

Creative confidence isn't something that's built in a vacuum – it's a spirit that's cultivated through the connections that we have with a broader community.

Warm-up: List 20 creative catalysts in your community

How might we encourage young people through space to create?

Let's design physical spaces and environments that bring out the creative spirit and help it shine in every young person.

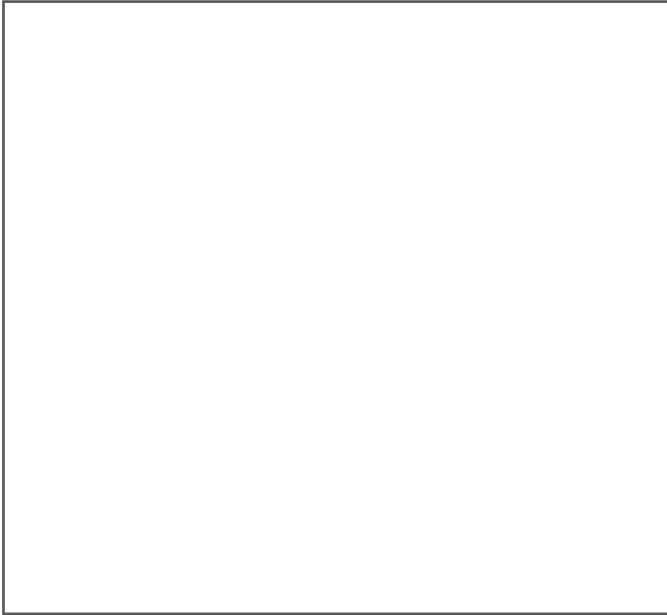
Warm-up: List 20 environmental factors that effect mood, outlook & actions



Concept Capture Sheet

Name _____

Sketch your concept!



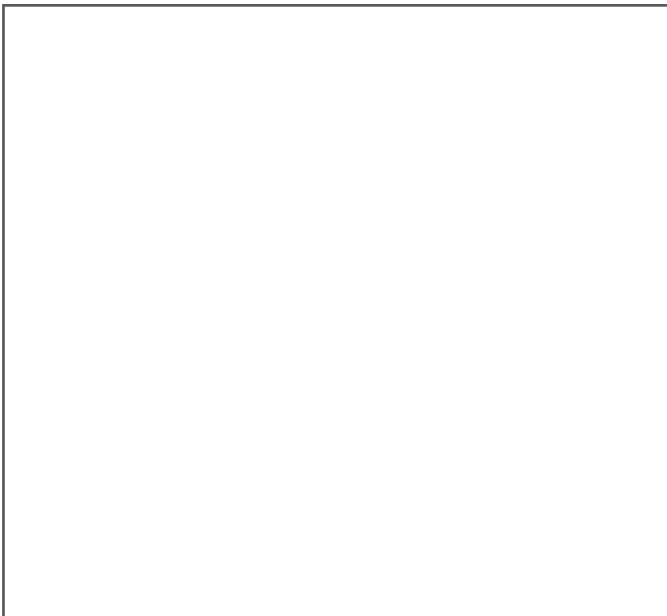
Quick summary



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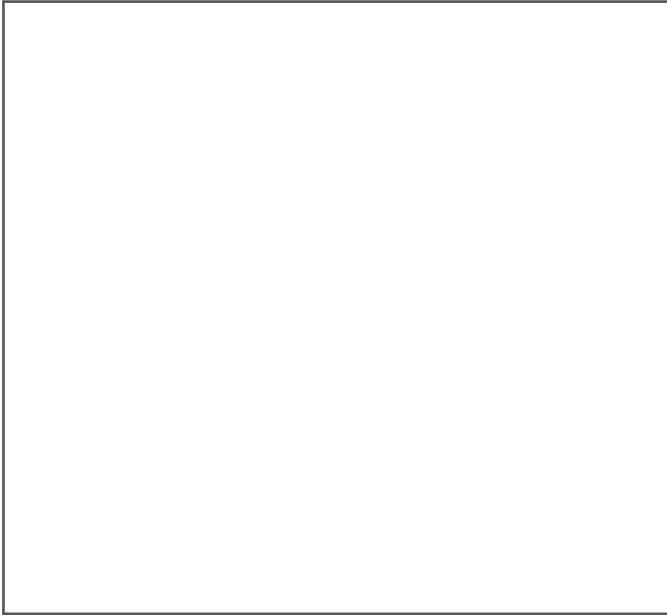
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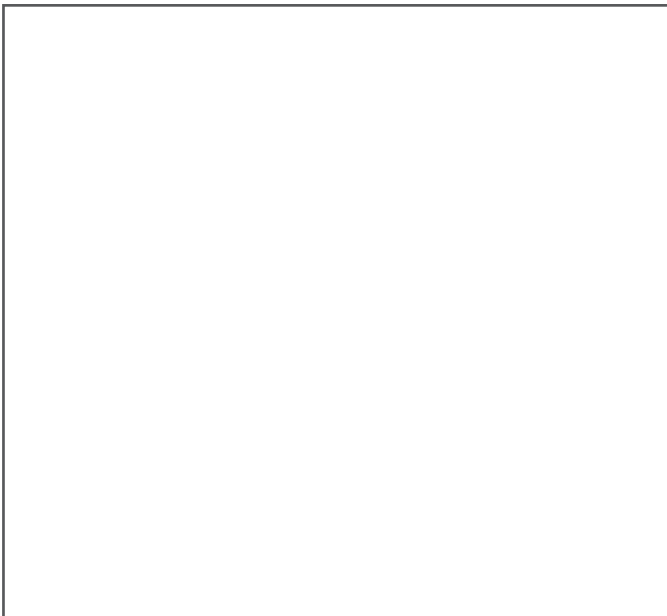
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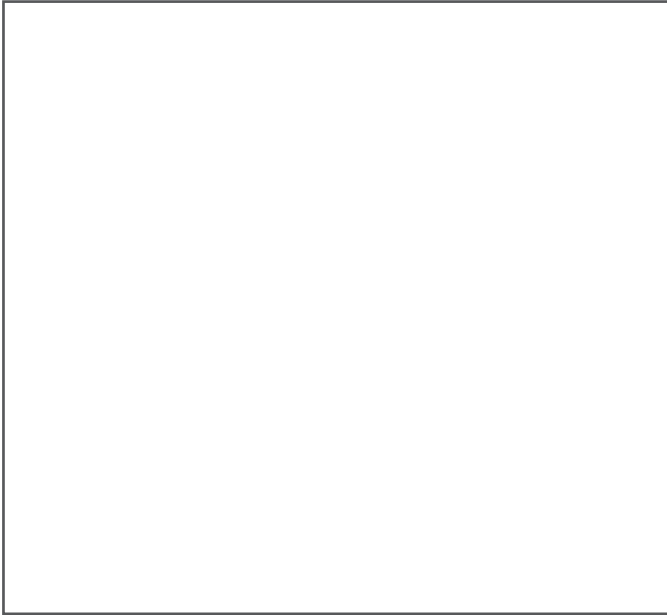
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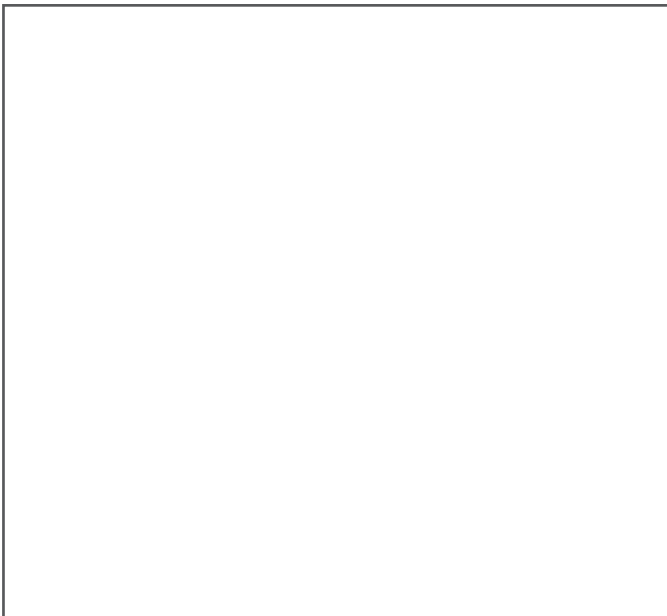
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