

TOTAL TIME

45-60 minutes

MATERIALS

post-its, pens

TEAM SIZE

3-7 people

We're seeking your fresh ideas for our Healthy Lives Challenge. Gather a group to kickstart your collective creativity with this brainstorming kit.

Brainstorm Process



GET READY

Gather your materials, find a space and bring enough worksheets for your attendees. Use a camera to capture photos of participation.



PICK A TOPIC

Choose a brainstorm question on the challenge topic. Which one inspires your group?



BRAINSTORM (15 MIN)

Go for quantity of content - don't worry about organizing or filtering at first. Use a timer.



PICK FAVORITES & DIG DEEPER (15 MIN)

Use colorful voting dots or markers to distill down to just a few favorite ideas. Break into teams and fill out worksheets to dive deeper.



DISCUSS & REFLECT (15 MIN)

Regroup and share thoughts/insights from the worksheets. What were your key learnings? What obstacles might people encounter and how can you work around them?



OWN & UPLOAD (15 MIN)

Encourage people to take ownership of ideas and by uploading ideas online. Insights from the worksheet are a great launching point for your first Ideas post on the platform. Photos and notes from your session help to make it visual! Load on www.openideo.com.



SHARE & CELEBRATE

Have people fill out the Discovery worksheet and share via social media using #Healthy_Lives

Brainstorming Tips

// Build on the ideas of others

// Encourage wild ideas

// Go for quantity

// Be visual

// One conversation at a time

// Defer judgement

// Stay focused on the topic

// Cluster & synthesize

Brainstorm Worksheet

Use this worksheet after you've brainstormed to dig deeper into one of your favorite ideas. Capture insights, quotes and questions and then load your idea onto www.openideo.com.

EXPLAIN YOUR IDEA IN ONE SENTENCE.

WHAT ABOUT THIS IDEA EXCITES YOU?

WHAT IS THE NEED YOU SOLVING?

WHO WILL BENEFIT FROM THIS IDEA?

NOTES & DRAWINGS

Name:

Date:

Idea Title:



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