





## Facilitate Brainstorming

Create, or use some of the suggested warm-up brainstorm questions from the Facilitate Brainstorming method to get people in the right mood. Which questions will you use?

### WARM-UP QUESTIONS

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Which topic will you focus your brainstorm on?

### TOPIC

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Which HMW brainstorm questions will you use?

### HOW MIGHT WE...

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## ***Feeling stuck?***

**Here are a few other things to try:**

### **Add constraints**

Change the magnitude of the solution space, using size, price, time commitments, and count. Ask yourself, "What if... it was larger than this room? smaller than a peanut? took 5 years to implement? took 1 minute? was available for all? available for only a few?"

### **Use inspiring brands.**

Ask yourself, "How would McDonald's, Nike, Apple, Urban Outfitters, or Disney do it?"

### **Make it time-specific**

Ask yourself, "What if it were made for the morning? night?"

### **Hone in on a target audience**

Ask yourself, "What if it were only for tweens? kids? athletes? parents?"



