

Aim: To ask a relevant question which endeavours to provoke many possible answers. Having selected a group of areas from within the business around a question & answer format will reveal many answers to the single question.

Description of Brain Storming

The concept is to use the through power of a group with a common interest to develop the key issues of the question raised. Start with diagram 'A' on a white board or similar. In the question box write a provoking question ie. How can we improve productivity in the manufacturing area?

Name the "Area Boxes" with identifiable locations within your business.

Next gather your team at least 4 people but the more people usually will net a better result.

Now a few simple rules!

1. Try to encourage any answer, they are no dumb answers ever!
2. Start "somewhere" & move in a round table motion.
3. Anyone can 'Pass' don't embarrass people to give an answer.
4. The answer must address the question.
5. Keep the session moving
6. Timing is important, these sessions rarely take more than 30 minutes to 45 minutes. The 1st session you do will take longer, however only people understand the concept, learn brainstorming session thereafter will be quicker to deliver.
7. Write in letters large enough for all to read
8. Write clearly & Legible
9. Go around the group 4-7 times more if answers keep coming.

Step 1.

Develop a 'Meaningful' question & areas

Step 2.

Conduct the session

Step 3.

Vote on key issues & tally highest.

Step 4.

Clearly rate highest 3 Answers.

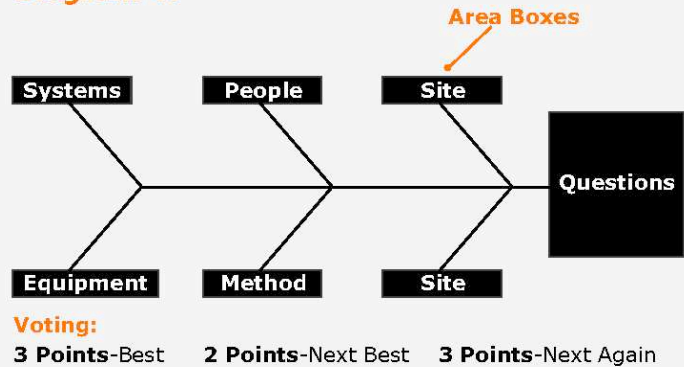
Step 5.

Discuss Findings.

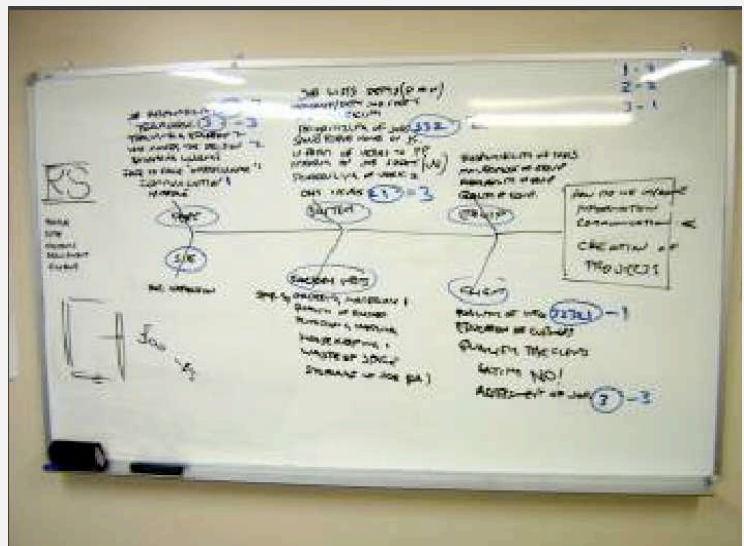
Step 6.

Act on findings to achieve an outcome.

Diagram 'A'



Typical photo showing results



Voting Procedure.

Each person is required to vote using scoring base as follows:

The chairperson who conducts the session writes down the points next to the question. When all have voted, simply tally the points and the highest points is the most critical issue to yield the best results.

3 Points - Highest value answer

2 Points - Next value answer

1 Point - Next value answer



Hand each person this form the day before to assist their input. Call a meeting, then use a white boards or similar to collect the answers, then each person rates their three favourites, highest 3 points, 2nd = 2 points and 3rd = 1 point. When total the highest scoring points.... Then you have the top 3 issues to address in your bushiness!

How can we improve?

Distribution: the way items move around the building

Method: the way you actually do things

Equipment: the machines or equipment involved in the process

System : the our processes work

People: the people involved in the actions or processes

Specification : the issues, documents relative to the task

Top issues Analysis : the weighting of issues highest number = Most Important.

1.	2.
3.	4.

Top Tips: Take action on the issues with the highest number. When brain storming assemble your



More Brainstorming Ideas for Smaller Companies

Brainstorming tips for better time management

The major bottleneck in any planning or problem solving process is getting key ideas, concepts & Ideas down to rapidly move the project forward. Brainstorming or generating new ideas and options for specifications and solutions is the quickest way to develop rapid ideas and concepts.

The resulting outcome of your solution or plan is only as good as your best options and ideas you put in it. It is also important how fast you can come up with new ideas, as you will need many of them in your time management and decision making.

Fortunately, there are ways to significantly improve your effectiveness in brainstorming new ideas!

Brainstorming Delivers Answers

- ✔ Though sometimes the word brainstorming refers to group brainstorming sessions, here we will look at how you can brainstorm to generate ideas on your own.
- ✔ With very few exceptions, everyone already has a natural ability of creative thinking. Yet, that creative ability is fragile. It is easy to block it just by the way you use it, by your attitudes, by the way you think.
- ✔ The best practical way to have good ideas is to have many of them first, and then to select the best ones. Generating as many ideas, fast is what brainstorming is focussed on.

In your brainstorming session you can follow these steps.

- ✔ First, take a few minutes to think about what it is you would ideally like to accomplish. How clear a picture you see in your mind? Try to refresh and extend your view of the problem. In particular, think of 5 people you know that come from different background than yours. Imagine what each of those people, one by one, would see in your problem, how they would approach it.
- ✔ Now it is time to start the actual brainstorming exercise. Take a sheet of paper, a pen, and your watch. Set a goal to write a certain large number of options (over 10 or 20) or ideas within a specific short time interval (minutes). A good example is a goal to write 20 ideas within 5 minutes.
- ✔ What is important in this activity is that you focus in quantity of ideas, not quality. When you brainstorm, you just write in a list manner whatever comes into your mind and write fast. You let your imagination flow, you play. Forget all judging or analysing, common sense, rules, or practically.
- ✔ A pressing, almost unrealistic, deadline plays an important role in the brainstorming session. It mobilises your subconscious and conscious minds. It helps to paralyse your judgment, analysis, and other mental blocks, freeing your imagination.
- ✔ After the time is up, take a few more minutes to brainstorm a few more ideas, until you feel you cannot squeeze anything more out of your mind. Often those last ideas will be the most valuable ones.
- ✔ At the end of this brainstorming exercise you have a long list of ideas, options, and thoughts. You will discard most of them later, at the judgment stage. Yet, the ideas you eventually select tend to be much better than something that would logically follow from what you had in your mind before the brainstorming exercise.

The outcome may surprise you.

It is worth every minute you spend on it!

How do we do it?



The concept is to use the thought power of a group with a common interest to develop the key issues of the question raised. Start with diagram 'A' on a white board or similar. In the question box write a provoking question ie. How can we improve productivity in the manufacturing area? Name the "Area Boxes" with identifiable locations within your business. Next gather your team at least 4 people but the more people usually will net a better result.

We need:

- ✓ A suitable venue (board room, lunch room, or similar)
- ✓ Seating for all Power for the data projector (I supply projector)
- ✓ A white board or suitable 1200 x 1200 white panel or similar

The Outcome we deliver will be:

- ✓ A list of all the issues identified at the session
- ✓ Importantly the top 3 - 5 Hot Spots in your business a better understanding of issue will be obvious.
- ✓ We will offer an insight into how we can help address these hot spots
- ✓ A virtual " line in the sand" to enable you to start the process of business improvement.



How much?

The costs are a set out below.

The overview I provide can be specifically designed and individual needs catered for:

- ✓ 6 - 8 Hour Brain Storming Session \$750 + GST
- ✓ *Plus Airfares and transfers, at cost*
- ✓ *Plus Accommodation if required at cost*

Ask for specific needs **You will receive:**

Money Back Guarantee on Brain Storming!

- ✓ *IF you are NOT happy with our process and that we have provided value..after a few hours I will ask you, if you say "NO VALUE" then I pack up, we shake hands and I move on! No invoice, we just walk away friends!*
- ✓ *You will be charged for Airfares, transfers etc. if applicable. We only offer money back on The Brain Storming Session.*

John Hadfield
Control Zone
"unlocking the benefits in your business"