



5 REASONS

BRAINSTORMING SUCKS
&
WHAT TO DO ABOUT IT



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CONVENTIONAL BRAINSTORMING IS
GREAT TO LOAD UP ON SUGAR & CAFFEINE,
BUT IT SUCKS AT GENERATING SPECTACULAR IDEAS.

Dr. Yazan Hijazi



Conventional wisdom says if you want fresh ideas, get a bunch of people in a room, give them coffee & doughnuts, and have them shout out ideas, while making sure no one criticizes.

Unfortunately, while conventional brainstorming is great to load up on sugar & caffeine, it sucks at generating spectacular ideas.

The culprit is not the criticism of ideas rather it's the group dynamics that work to limit the group's creativity. This is often referred to as group-think. I call it a race to mediocre. Here's five reasons why.

1# The brain doesn't make novel connections in a rigid atmosphere.

Asking someone to come up with creative ideas at 11am sharp on Tuesday is like asking someone to go to sleep right now! It doesn't work. So the likelihood of coming up with your best ideas during a brainstorming session is quite low.



2# People in groups self-censor because of the psychological need to fit in

Our need for acceptance and our fear of rejection leads us to favor "acceptable" and "politically correct" ideas.

It's uncomfortable to take a stance that challenges the dogma and status quo. This is the exact opposite of creativity which requires us to challenge assumptions and re-think how things are done.

3# Early ideas have a disproportionate influence on the rest of the conversation.

The initial ideas that are shared subconsciously suggest what kind of ideas are appropriate or are potential solutions to a challenge.

This even gets worse as people, wanting to look smart & productive, will blurt out the low hanging and obvious ideas first, which further breeds the least creative ideas.





4# In most meetings one or two people do 60 - 75% of the talking.

This dynamic leaves the less expressive and introverted people in the group with unexpressed great ideas, and therefore does not capture the creativity of the entire group.

Furthermore, this dynamic may give some people in the group an excuse to be lazy, so they just sit back and let the more expressive individuals dominate the conversation.

5# Navigating politics & hierarchy wastes creative energy.

When people feel they need to navigate political terrain and company hierarchy their focus shifts from the task at hand, and their creative energy is wasted as they subconsciously try to align themselves along political lines either to win points or to undermine others.



The Solution: Use Hybrid Brainstorming

First let people generate ideas individually, then in a group.

This simple approach eliminates the issues associated with group-think. It allows each person's unique ideas to come forth, and it significantly enhances the group's collective creativity. The basic rules of brainstorming apply. Do this in three phases:

Incubation



Individual



Group



Brainstorming Rules

- Go for quantity not quality.
- No Judgement
- Leave Ego at the door.
- Build on other's ideas.
- Crazy & wild ideas encouraged.
- Be playful & have fun.

Guidelines

- Have a clearly stated objective.
- Have everyone agree on brainstorming rules.
- Have a stretch ideation goal.
- Make sure everybody contributes.
- Have the session timed (no more than 50 minutes).

To learn more about how to facilitate the hybrid brainstorming technique, and to unleash the power of creative intelligence in your life, enroll in the Creatively360 course at www.creatively360.com

About the *Creatively360* course

Creativity is the currency of the new economy in business & life.

The *Creatively360* course is a unique experiential journey to discover your personal brand of creativity, and to activate the power of Creative Intelligence in your life. It reminds you that you are a creative being, and that creativity is not about painting, singing or sculpting, it is a divine intelligence that you can, and should, develop to improve your results and take whatever you're doing to the next level.

The course guides you through a 7-step blueprint of unlearning and re-framing to transform your creative mindset, and shows you immediately useful ways to use your Creative Intelligence to come up with insightful solutions to challenges you face. It empowers you to perceive the world around you more deeply and with fresh eyes, and to develop the capacity to take perspectives in order to improve the quality of your work & life.



About the Instructor

Dr. Yazan Hijazi is a global expert on Creative Intelligence, and over the years has developed a proven experiential approach that allows people to have that Aha moment, and to truly activate their creative intelligence in ways that improves the quality of their work and lives. He has been creating and facilitating creative courses, workshops and programs on the corporate, academic and community levels since 2006. He is an international speaker and advocate for embedding Creative Intelligence as a core capacity in education and business.

Dr. Hijazi holds a PhD in Electrical Engineering, and has worked as a scientist, professor, executive director, entrepreneur and consultant across several industries. His life's work centers around activating the potential of individuals and organizations to achieve extraordinary results, while creating a life of abundance, meaning and freedom.

If you have read all the way up to here, then you have some extra time on your hands ;) And I have a special gift for you.

Use the code "*BrainstormingSucks*" at checkout to get an exclusive 60% discount today.

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