



Brainstorm Like a Boss Worksheet

Sometimes it's hard to pull off a lightbulb moment. Brainstorming is a highly effective technique for developing ideas and solving problems.

Use this worksheet as your starting point for brainstorming the ideas that will take your business to the next level.

3 RULES OF BRAINSTORMING

- 1. Think Quantity:** Go big or go home. List out every idea that comes to mind— big or small. Whether it's marketing ideas, new services or ways to improve your business, get it all out on paper. You can always categorize them later. Use what you have on paper to build off of for even greater ideas. The sky is the limit.
- 2. Zero-Judgment Zone:** We aren't here to critique. You'll stunt your creativity the very second you doubt an idea that comes to mind, so allow yourself the freedom to go wild. You can block off time to decide if the idea will work for your company later.
- 3. Gather a Group:** Take the time to brainstorm with at least one other person. Because we're all wired differently, having various perspective is a great way to explore ideas you wouldn't have considered on your own.

NOW, for the fun part.

MATERIALS

- Your favorite pen or pencil
- Paper, poster boards or post-its

- Music
- A clean space

CORE QUESTIONS

1. What is your why? Why are you in business?

2. How do you want to better serve people?

3. Has your business evolved recently? Why or why not?

LOCK IN & FOCUS

Let's find the place that suites you creatively. Find a place where you're free of interruptions, whether it's a park or your office. Before the brainstorming session starts, it's important to establish the purpose.

Set your intention about what you'd like to improve in your business and spend the next 20 minutes writing what comes to mind. Again, no judgements.

Remember to take breaks and change up the format of the discussion to keep the energy and creativity flowing.

Try these:

- Mind mapping** is a visual tool used to organize thoughts and ideas. It involves creating a diagram that branches out from a central idea with related concepts and details.
- Free writing** is a technique where you write continuously without worrying about grammar, spelling, or structure. The goal is to generate ideas and overcome writer's block.
- Role playing** involves participants assuming different roles to act out scenarios to create ideas and explore potential solutions. By adopting different perspectives, everyone is able to think creatively and gain new insights.

MARKET RESEARCH

How much do you know about the industry you're in and the other businesses that work in it. Spend the next hour checking out what's new and what other businesses similar to yours are offering. Take notes. You might find that you're thinking up ways to stand out from the crowd. Great! Add those to your brainstorming list.

TIDY UP

It's time to clean up your brainstorming list and develop a plan that works for your business. Consider your time, money and resources as you sort through the ideas. If something doesn't seem like a good fit now, perhaps it'll work for your business in 2 years.