

THE EXTRA POINT

BY JERRY ROBERTS



1271 3 Brainstorming Methods You Can Use Today

How good are you at brainstorming? Can you come up with ideas whenever you want to, or need to? What if I could give you three ways that would make coming up with those ideas easier? Would you be game to try? I'm Jerry Roberts and let's find out, next on The Extra Point.

For some people, brainstorming ideas is no problem. They can pop them out rapid fire on demand. However, other people struggle with that. The majority of people are somewhere in the middle.

I've always enjoyed the brainstorming process. The ability to take an existing set of ideas or circumstances, and create something totally unique is exciting. I've done it solo and also in a group. My preference is the group because it's fun and the results can be amazing.

However your brainstorming sessions have gone before, the three methods I'll give you today can help you make more out of the technique.

1. Put the word "and" at the end of your idea. Using "and" allows you to combine and connect different ideas together.

Let's say you're trying to develop ideas for a new mobile dog grooming service. You say that the basic service is giving the dog a shampoo. You could stop there, or you could say "Giving the dog a shampoo and..." Someone else says "pedicure," which would be "pawdicure" in dog terms.

Okay, "pawdicure and"...someone else chimes in with "checking for fleas, ticks, and other critters...AND..." You keep piling up ideas for potential services. Don't edit them while in "and" mode. That can come later. For now, just build up the biggest stack of ideas you can.

The word "and" isn't just for generating new ideas. It's also an effective way to expand the ideas you already have.

2. You may have heard me talk about the next two words and how much I love them. The words are "what if", and they came from a popular 1980s advertising campaign by tech giant Hewlett Packard.

By asking "what if" questions, you can push beyond the constraints of current thinking and open up new possibilities for innovation. "What if" questions can help you to generate unique and innovative concepts.

Feel free to get a little crazy and toss out ideas that push the boundaries. You can also use the "and" technique within the "What if" model.

What if we add this?

What if we subtract that?

What if we add this AND subtract that?

What if takes us into the realm of possibility. It can lead us to roads we — and maybe nobody else has ever gone down.

3. Our third method is answering a question with the powerful word "because." This can be to explain why you've chosen a certain path. Or, it can be to establish your personal "why" when it comes to goal-setting.

Because is our reason, our rationale for our specific actions and decisions. *Because* lets us identify and clarify *the underlying reasons or motivations behind our choices*. By doing so, we can better understand our own values and priorities, and communicate them more effectively to others.

Because can also be used to persuade others to support your idea. Let's say you need an investor to make your dog grooming idea a reality. Why is it a good idea for them to give you \$50,000 for a share of the company?

You will answer the *why* question with a powerful list of *because* reasons.

(Con't.)

Three simple word methods to help you pry loose ideas that can see you get further and do better.

“And,” “What if,” and “Because.” Use them the next time you seek ideas or to expand on the ones you already have.

It’s a simple concept, costs nothing, and could mean everything the day you come up with the idea or set of ideas that raise you up to the next level.

That’s the Extra Point. Be responsible and make something good happen today. For 93.3 and the Ray Gibson Show, I’m Jerry Roberts.

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