



The incredible guide to

SUPER GREAT IDEAS

**BROWSE. GET INSPIRED.
CREATE SOMETHING AMAZING.**

DIVERSE EXPERIENCES HELP SPARK DARING IDEAS.

Good ideas are common place.

They pop into our heads while we brush our teeth, wait for coffee or take off our socks before sliding into bed.

Remarkable ideas, however, take shape the moment people truly connect.

That's because when stories, experiences and passions are shared, people unlock new ways of seeing the world — and that's when genius is born.

To help you and your colleagues spark the next big idea, we offer a handful of collaboration ideas — tailored with your experience at Startup Weekend in mind.

BRAIN WRITING

30 MINUTES

LARGE GROUP

Building ideas by the bushel

Brain writing is a brainstorming solution that uses the power of a group to generate a large quantity of ideas. Simply identify a moderator, gather six participants with paper and pens/pencils and get started:

1. Gather your participants together in a room, along with your moderator.

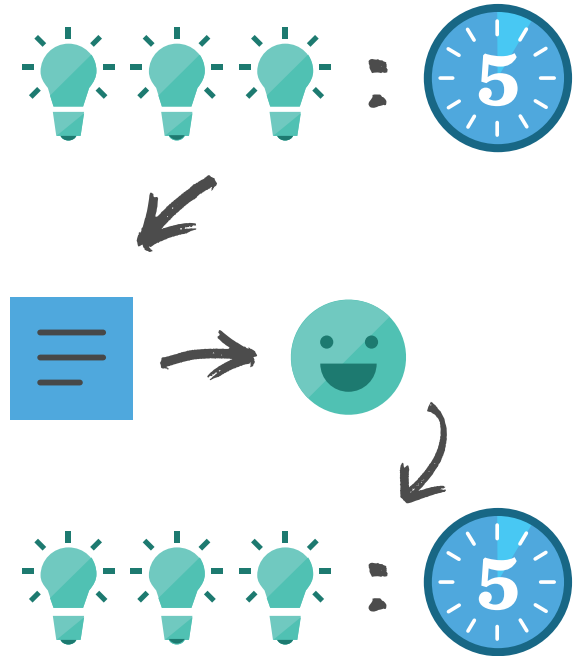


2. Identify the topic you want to solve for and have each participant jot down their thoughts/solutions on a Post-it® Note.

3. After 5 minutes have passed, hand your thoughts over to one of the other participants. Someone will hand you his/her thoughts as well.

4. Read through the ideas you received and use them as a starting point to generate an additional three ideas inside of five minutes.

5. Voila! After six rounds/30 minutes, your group will have generated 108 ideas...and will probably need a cold pitcher of water.



Recommended Products: Post-it® Super Sticky Notes, Post-it® Big Pads, Post-it® Easel Pads

NOMINAL GROUP TECHNIQUE

30-
-60
MINUTES

LARGE GROUP

Getting everyone into the act

Let's face it: sometimes people are shy when sharing ideas. (That or a few people simply dominate a group thinking session.) The nominal group technique provides a brainstorming method that encourages input from everyone to discover a range of solutions.

Simply identify a moderator, grab some writing tools and you're ready to go.

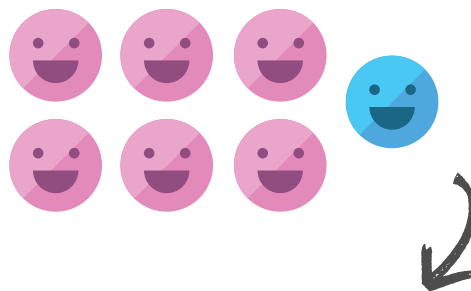
1. Identify the subject of your brainstorming session. Write it on a Post-it® Big Pad and hang it on the wall for all participants to see.

SUBJECT

2. Have each participant write down as many ideas relating to the focus as possible within 5 minutes. One Post-it® Note per idea.



3. After 5 minutes have passed, have each participant share one idea aloud. The moderator will record it on a Post-it® Easel Pad for everyone to see. During this step, it's important to follow these additional guidelines:



4. Continue around the group until each participant has shared his/her favorite idea.

5. Have the group discuss the shared ideas to clarify any questions as far as meaning, logic, etc.

6. Now it's time to vote! Have the group identify the top ranked ideas and continue another round of brainstorming if the situation (and time) warrants.



Recommended Products: Post-it® Super Sticky Notes, Post-it® Easel Pads, Post-it® Big Pads

“Alone we can do so little;
together we can do so much.”

HELEN KELLER





STORYBOARDING

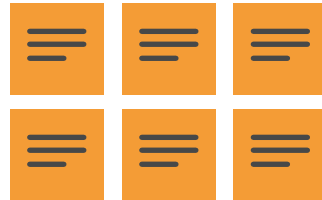
30 MINUTES

LARGE GROUP

Agreeing on the best ideas – fast

In the world of brainstorming, storyboarding isn't drawing pictures that represent a story – it's actually a way of bringing ideas together to come to a consensus. It's a great way to bring a large team together to agree on the best answer as fast as possible.

- 1.** Say what you're trying to get out of the session (for example, "A plan for how to get people to recycle more") and why you need to reach that goal ("to reduce waste and save energy").



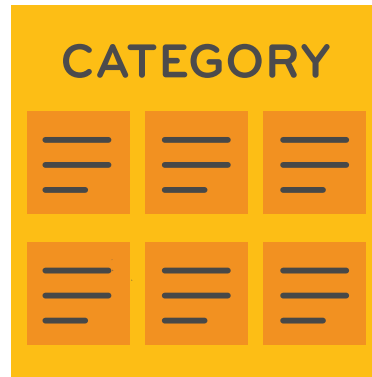
2. Have everyone come up with ideas as fast as they can, writing each idea on a Post-it® Note and reading it aloud to the group as you go. Stick every note on a large surface or easel pad so everyone can keep track of them as you go along.

3. Look at all the ideas and use them to come up with categories or headings. Write those headings on larger notes. Line up ideas under each category on your easel sheets.

As a team, go through each idea and decide if it should stay or go.

4. Once you've picked out the best ideas, arrange them in some kind of order – from most to least important, chronologically, to tell a story – whatever makes the most sense for your goal.

When you're done, you should have a set of ideas that addresses your goal.



Recommended Products: Post-it® Easel Pads, Post-it® Full Adhesive Roll, Post-it® Big Pads or Meeting Notes, Post-it® Super Sticky Notes

“Coming together is a beginning,
staying together is progress, and
working together is success.”

HENRY FORD





REVERSE THINKING

30 MINUTES

SMALL GROUP

Turning the problem upside-down

Reverse thinking can force a small team that's been focused on a problem for a long time to think about it completely differently – and come up with a broad range of new ideas that might help to solve it.

1. Rephrase the question so you're looking for more ways to create problems, instead of solutions.



2. Brainstorm ideas that answer the rephrased question.

3. Analyze how these ideas can be turned around. Can doing the opposite help solve the original problem?

Reverse thinking might seem a little absurd at first, but it can lead to ideas you never would have thought of if you hadn't looked at the problem upside-down.



Recommended Products: Post-it® Big Pads, Post-it® Super Sticky Notes

SWOT ANALYSIS



MINUTES



SMALL GROUP

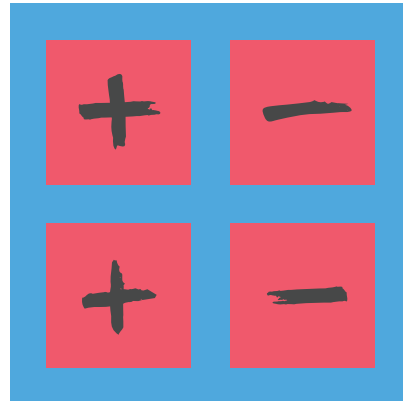
Weighing the good against the bad

SWOT Analysis can work for almost anything — a business plan, a project, an idea or even a candidate for a job — and can be used by individuals (or, better yet, small teams) to get different perspectives and make informed decisions.

- 1.** Choose the subject you want to analyze. Break out some writing materials and divide your subject into the four categories of Strengths, Weaknesses, Opportunities and Threats. Write these headers at the top of each of your writing surfaces.

2. Brainstorm strengths. What advantages does this offer?
3. Brainstorm weaknesses. What disadvantages does it offer?
4. Brainstorm opportunities. What could you do to improve or build on it?
5. Brainstorm threats. What are the risks or potential problems involved?

When you're done, you'll have four lists that help you visualize whether what you're analyzing is a promising option or a risky choice. You might find that your decision has been made for you.



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Ready to discover more
collaboration methods?
Or even suggest one?

VISIT [POST-IT.CA/COLLABORATE](https://post-it.ca/collaborate) FOR ADDITIONAL IDEAS.



