

The Art of Brainstorming



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Why is Brainstorming Important to the HFW process????

“If you know what to do- do that. If you don’t know what to do, TRY WRAPAROUND”



What are the facilitator Skills in the Wraparound Process?

- Brainstorming is a skill
 - How do you develop this skill in families and young people you work with?
 - What are you brainstorming around?
 - When do you brainstorm?





Unwavering champions for children and families.

How do you build the perfect
brainstorming session????



Brainstorming is a skill!!!!

The Skilled Brainstormer Toolbox:

- Create sessions
- Spark decks
- Sticky notes
- Markers
- The ability to allow things not to work



How can we teach our families to innovate and brainstorm????



Borrow from Innovation Engineering

- IE is that its a methodology for creating ideas/solutions for strategic challenges.
- It was created by engineers but adapted for the masses.
- The spark deck is a tool from the IE process we use to help "feed the brain" and generate new ways of thinking about things, aka "sparks".



Identify the Need and the Baby Step Goal

- Need- We need more supports in the community
- Goal- Every community will have a monthly meeting that includes community supports



You may already have ideas!

We want to know them.



But in Innovation Engineering
...Marrying them is No – No!



Date several ideas... *before you commit*

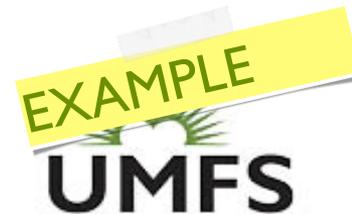




Pew Research Center report, 2014

How could we use the relationship millennials have with their parents to engage them?

Do younger millennials (12-18) trust older millennials (19-31), how could we leverage that relationship to build community?





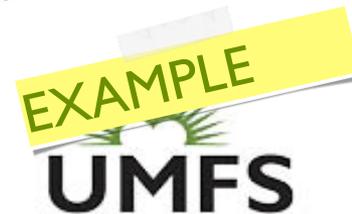
Urbanization

Almost two-thirds of the world's population will reside in cities by 2030.

Future State 2030: [kpmg.com/government](https://www.kpmg.com/government)

How can we use this to build community?

What unique opportunities would exist in this future world to build more natural supports?





- Everyone wants to be apart of the Zappos culture, how can we build a culture that the community wants to be a part of?



The Six Thinking Hats is a process to explore different perspectives related to a complex situation or challenge, conducting the thoughts of a group like an orchestra to improve thinking and productivity!

 White Hat Data, facts, information known or needed	 Red Hat Feelings, hunches, instinct and intuition
 Black Hat Difficulties, potential problems, why something may not work	 Yellow Hat Values and benefits, why something may work
 Blue Hat Manage process, next steps, action plans	 Green Hat Creativity, solutions, alternatives, new ideas

Questions:

- 1) Put your green hat on. What are some creative ideas for building relational capital in all communities nationwide?
- 2) Put your yellow hat on. What are all the positive things that could come from building a co-investment model in your community?
- 3) Put your blue hat on. What processes would need to be developed to build community supports?



Questions????

“Regular brainstorming is as critical to an organization as regular exercise is to your health. It creates a responsive, innovative culture.”
Tom Kelley

