

Brainstorming and Creative Thinking Skills Notes

NCOME Coaches' Training 2014

Session presented and created by: Sarah Bonin (bonins14@students.ecu.edu)

Creative Thinking

1. What is creativity?
 - a. Textbook definition: the use of the imagination or original ideas
 - b. In OotM: Using the imagination to create something that is entirely your own. This can include repurposing an object for something other than its original purpose or creating a skit for your long term solution.
2. How can we think creatively?
 - a. Breaking down functional fixedness
 - i. Functional fixedness – a cognitive basis that limits a person to using an object only in the way that it is commonly used
 - b. Practice using verbal spontaneous problems
 - i. What are other uses for....a pencil, tire, paintbrush etc?

Brainstorming

1. How do we brainstorm as a team?
 - a. Create a sense of team
 - i. A great resource for team building activities is teampedia.net
 - b. Create an environment in which all ideas are heard and accepted
2. 3 strategies for brainstorming
 - a. Group think
 - i. The whole team brainstorms together at one time during a group discussion
 - b. Jigsaw
 - i. The team is divided into smaller groups that brainstorm together. The small groups then share their ideas with the whole group later.
 - ii. Great for teams that are “cliquey”, as individuals have to work with whoever is in their small group
 - c. Sticky notes
 - i. Divide topics into manageable chunks and assign each topic to a different color stick note or ink color.
 - ii. Distribute stick notes to each team member and have them write an idea for each topic individually.
 - iii. Display all ideas after brainstorming and discuss ideas.
 - iv. Great for teams who have many quiet individuals who may not want to participate in group discussions or for teams with loud individuals who tend to overwhelm the brainstorming session with their ideas.
 - v. Also allows for many ideas to be represented in one solution.