THINKERS
WORKSHOP

BRAINSTORMING
IS BROKEN

INTRODUCING A NEW WAY TO CREATE BETTER IDEAS IN LESS TIME

Why smart leaders are turning to a simple, proven new method for generating great ideas that eliminate the fundamental flaws of brainstorming.

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> *Capital isn't that important in business. Experience isn't that important. You can get both of these things.* ***What is important is ideas.***

Harvey S. Firestone

Founder of the Firestone Tire and Rubber Company

We live in a world of continuous technological advancement. What once would take a business weeks or months to accomplish can now take just minutes.

Soon, with the proliferation of artificial intelligence and machine learning, many of those minimal tasks will be automated away, negating the need for human intervention and interaction in so many realms of work and life.

But for all the productivity gains that technology has enabled, these advancements have failed to help humans think better.

If they did, then any child using a computer would be making straight A's on their exams; any adult with a cell phone would feel empowered and clear-headed rather than distracted and cloudy-minded.

And this is a major issue, because our ability to think creatively and critically is our superpower as humans. Technology does not change the world; ideas do.

Great ideas are the exclusive domain of humans, not computers. People create innovative products and services that engage customers or find innovate ways to lower costs. It is the people in an organization, not the technology, that will generate the ideas that will change the business.

Research shows that brainstorming sessions actually produce fewer good ideas than if people had just been left alone to work on the problem.

So how do you foster great ideas on your team, in your company, or even at home with your family?

How do you tap into the unique insights and thoughts of the people you work and live with?

How do you cultivate and nurture the ideas that can fundamentally improve the way your team, your business, and your family operate?

Like most people, you are probably familiar with the concept of brainstorming. Fundamentally it centers on bringing together a group of people to discuss an idea or problem in a free-thinking environment.

And while it sounds great in theory, it rarely works as well as intended in practice.

Research shows that brainstorming sessions actually produce fewer good ideas than if people had just been left alone to work on the problem.

Which leads to this obvious next question:

What if there is a better way to generate ideas from a group?

What if there is a process that allows everyone to participate and contribute, does not require any technology to implement, and generates numerous useful ideas in a short period of time?
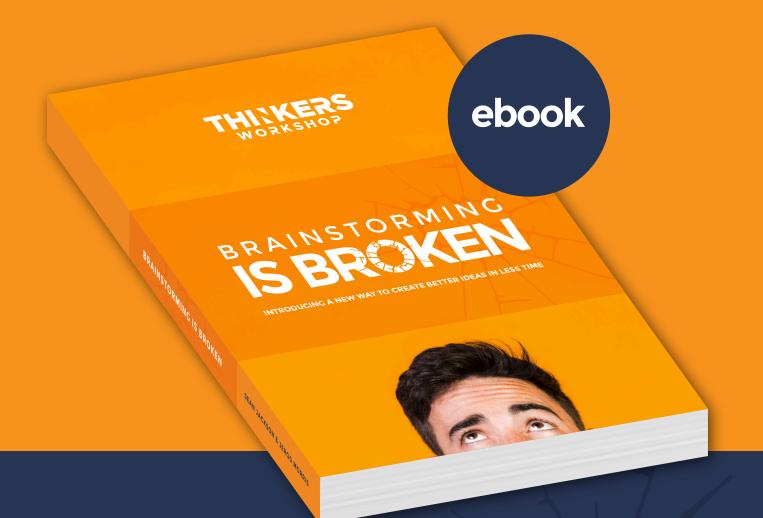
Well...there is.

It's an alternative to brainstorming that is simple to execute and proven to work.

In this whitepaper, we will explore how you can adopt this innovative new method for idea generation so you can avoid the issues and problems typically associated with brainstorming sessions.

Best of all, you will be able to put this alternative strategy into practice immediately and begin the process of generating the ideas that will drastically improve both the quantity and quality of the ideas you generate.

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