

t h e c r e a t i v e



b r a i n s t o r m

### **the rules**

1. there shall be a unanimously agreed upon suspension of disbelief:  
all things are possible;  
no boundaries exist;  
no ideas are bad
2. there shall be absolutely NO negative comments,  
NO negative body language
3. withholding of ideas is not allowed,  
participants are encouraged  
to build on the ideas of others
4. humor and outrageous thought is encouraged

### **the agenda**

- I. presentation of useful information
- II. discussion of criteria for success  
(what “problems” good ideas will solve)
- III. brain dump

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*imagine, engage, inspire*