**Brainstorm Brief**

**Title -** **Meeting Date**

**Brief Date**

**Objective / Desired Outcome:**

**Opportunity / Challenge:**

**Background:**

**Who Should Be Included:**

|  |
| --- |
| **C - Champions** |
|  |
| **A - Audience Affected** |
|  |
| **T - Tasked** |
|  |
| **B = Built-In** |
|  |
| **R = Responsible** |
|  |
| **I = Informed** |
|  |
| **O = Okay** |
|  |

**What is the Climate / Politics?**

**With what do participants need to be prepared?**

**Knowledge Ahead of Time**

**Bring With**

**Attitude / Approach**

**In-Meeting**

**Target Audience**

**What Are the Measures / Considerations / Constraints**

*Brainstorm Brief – How To:*

**Title** *Provide a title that quickly and clearly describes the meeting.****Example****: “Christmas 2012 Consumer Promotion Ideas”*

**Brief Date**

*Use this to keep track of the most recent brief.*

**Objective / Desired Outcome:**

*Write specific deliverables of the meeting here. How will success be measured for this meeting? How will success be understood? Keep this short and to the point.*

***Example****: “To think up five big, actionable ideas to explore further to build awareness of our key holiday products during the 2011 Holiday promotion.”*

**Opportunity / Challenge:**

*In one or two sentences, what needs to be addressed? What is the problem? What is so important that it has prompted a meeting? What is broken? What needs to be solved? Keep this short, too; you can elaborate in the Background section.****Example****: “2023 is going to be a challenging sales year. We typically make our sales numbers in the last quarter. We need bigger ideas than ever to stay ahead of the competition.”*

**Background:**

*Use this space to provide additional background about the opportunity or challenge.*

**Who Should Be Included:**

**C - Champions**

*These people will create excitement for this project. They will serve as ambassadors and spread the word for you. You don’t \*have\* to invite them, but be sure to keep them in the loop.*

**A - Audience Affected**

*Who will be affected when the ideas thought up in this meeting are implemented? These could be external: customers, vendors, suppliers, etc. Or, they may be internal such as the operations team, front-line employees, leadership, etc. If possible, include someone – or a few – from this group. Why make assumptions on behalf of this group when they can be represented?*

**T - Tasked**

*Who will have activities or tasks to make this idea a reality (builders)? Who will have tasks because of this project (implementers)? Whose role will be affected?*

**B = Built-In**

*Who will be consulted? What specialists should you include who have input and value? Whose buy-in is essential?*

**R = Responsible**

*Who is ultimately responsible for delivering this project? Only one name should be in this spot.*

**I = Informed\***

*Which people need to know about your ideas and decisions? They don’t need to be involved in the process but want to know the outcomes.*

**O = Okay\***

*Who needs to provide approval?*

\*With both the *Informed* and those who provide the *Okay* – keep them in the loop. Give them relevant updates that allow them to be ambassadors of your project.

**What is the Climate / Politics?**

*What is the current attitude and behavior of potential participants toward the topic? Are people excited, worried, fearful, energetic, supportive, or combative? Does this meeting excite them? Threaten them?*

**With what do participants need to be prepared?**

*Here, clearly outline the pre-work needed for the meeting. Then, communicate these expectations to your participants (ahead of time). This will make your time in-meeting more productive and relevant.*

**Knowledge Ahead of Time**

*What should participants do or read before the brainstorm? Industry background, product information, articles, research? Is there something they should experience? Visit the competition?*

**Bring With**

*Are there things you want participants to bring? Updates from their departments? A list of their own suggested solutions?*

**Attitude / Approach**

*Any additional instructions? Proper sleep the night before? Dress in jeans and sneakers? Leave laptops and mobile phones at the door? Start with a clean slate?*

**In-Meeting**

*Is there knowledge or experience you want to ensure the whole group experiences together? Something you want to guarantee they are aware of?*

*For example... At Starbucks Coffee, when I led the Holiday brainstorming session to think-up consumer promotion ideas supporting the Christmastime beverages, beans, and products... we started the brainstorm session by tasting the new Holiday beverages. It was much easier to understand Gingerbread Latte when you actually tried the product.*

**Target Audience**

*Who will be affected by the implemented ideas? The end-user or beneficiary? May be external: your customers, or internal: such as some other department, the Operations team, or Human Relations?*

**What Are the Measures / Considerations / Constraints**

*What are the ways you will measure the success of the implemented idea? For example:*

* *Meets a timing deadline*
* *Logistically possible*
* *Ease of implementation / low complexity*
* *Fastest to market*
* *Uses only existing resources*
* *Fits within brand guardrails*
* *Strengthens brand*
* *Doesn’t require additional funding*

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*Please send questions, comments, or suggestions to*

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