

Resource: Brainstorming #2

What are some brainstorming activities our Marketing Plan Team can use?

Here are several brainstorming exercises to consider. Plan ahead to use two or maybe three techniques (if time permits and you want to generate more discussion) in the **Action Step**

1: Tactics Team Brainstorming Session.

- **Let's Draw It:** First, ask each person to draw a picture of the opportunity (helping the church connect to your target audience & welcoming more people to your church and Christ) and how this opportunity makes you feel. Then, have each person draw a second picture about how they would feel if this opportunity was met with success. Third, have each person draw how to get from picture #1 to picture #2. After these drawings are complete, go around the room and have every person share about their drawings. What ideas/tactics are shared? Write them down and discuss.
- **Best Practices:** Have each person consider (on their own) how other companies and organizations communicate with them and which of those tactics are really noticeable/motivating/touching, etc. Have team members share. Look for ideas discussed that your church could modify in some way and implement. (You could also mention this Action Step ahead of time and ask group members to bring "show and tell" items (other company's brochures, Web sites, giveaway items, etc.) that would help depict the impact of how these companies communicate.)
- **Yes, and:** Each person brainstorms by adding to what another team member has already said. There is never a "Yes, but this is what I was thinking ..." said during this brainstorming Action Step. Only "Yes, and here is what I would add ..." is allowed. This allows the ideas to keep building on one another.
- **Get Fired:** You ask the group to brainstorm the most outrageous/most noticeable/most expensive tactics they can think of. (Ideas that would get the team "fired" if they were actually implemented.) Then you'll spend some time considering how you could scale down these ideas into strong, doable options.
- **Pass It Around:** Get each person to write a new idea at the top of a piece of paper (or this could be done on self-stick easel pad sheets and hung around the room), and then hand it to the next person to build on (by writing things down). You continue building on the ideas as the papers make their way around the room. Then stop the activity and discuss each sheet of ideas as a group.
- **Small Groups:** The group divides into pairs (or groups of 3). Individuals in each group write down their ideas on index cards or post-it notes. Each pair or threesome organizes/groups these ideas, adds new ones, and then shares with the group.
- **180-degree Thinking:** The team brainstorms the complete opposite of what you would want to accomplish; then you discuss and brainstorm around those "bad" ideas to come up with new thinking and strong tactics.