

---

# Collective Creativity through Brainstorming

Mickey Farrance

[www.mickeyfarrance.com](http://www.mickeyfarrance.com)

---

## Why

The more ideas and potential solutions a group of invested people can come up with, the more likely you are to find the one(s) that will work. To “think outside the box,” we’ll draw on the right side of the brain and learn to encourage creativity in constructive ways.

## How

- Finding solutions and ideas - processes that work
- Left and right brain processes
  - Verbal and non-verbal creativity
- How brainstorming works
  - The “rules”
  - Brainstorming in practice
- Evaluating the results of a brainstorming session

Role play and exercises include:

- Analysis of real-life situations to define current issues and problems
- Brainstorming solutions

This workshop has 3 parts:

- A preliminary set of interviews with personnel by telephone
- The training sessions
  - 75% interactive practice with feedback
  - 25% theory and explanation
- Three months of individual follow-up

Classic format: 1/2 day with a group of 8 – 10

## Results

Classic format: 1/2 day with a group of 8-10

## Results

- Apply brainstorming techniques when you need them
- Teach others; engage cooperation

For more information, contact [mickey.farrance@gmail.com](mailto:mickey.farrance@gmail.com)

*J'offre aux entreprises cet atelier en anglais, adapté au DIF. Veuillez voir [www.youtopie.com](http://www.youtopie.com)*

---