

Brainstorming



Work with your team of 3-5 students to brainstorm the possible ways students could preserve their gum when they go to class. (Their professor forbids gum chewing in class.) Your team will have 5 minutes to generate ideas. Write your ideas below.

Creative Ideas to Solve the Problem:

Now, you will view two short Brainstorming video clips, under two-minutes. Write down what steps each team took.

Team One What team did:	Team Two What team did:

Which team was most like your team?

How will you use this brainstorming strategy?

Effective brainstorming sessions aren't random and haphazard... they follow a certain structure that's proven to elicit good ideas. Daniel Pink, [A Whole New Mind](#)