

imagestorming

innovation labs at the dalí

brainstorming is an amazing ideation activity, but everyone gets to that point in an ideation session when they start hitting a wall and their idea generation fountain—which once rivaled mentos in diet coke—slows to a drizzle. when you hit that wall, we recommend that you try some push activities. These activities help change the pace and inject some new life into your session; more importantly, they should help push you toward the often-elusive third 1/3 of ideas, where fresh, novel thinking emerges (the first 1/3 of ideas generated in a brainstorming session are usually quotidian, the second 1/3 start to show some novelty but the third 1/3 of ideas is where the magic often happens). One of our favorite push activities is described below.

during a solo or group brainstorming session, when the ideas are slowing to a trickle, introduce this change of pace activity:

1. print out card sheet (dalí image cards, which can be found at: <https://thedali.org/the-dali-on-line/>) and cut out individual cards
2. place cards face down in front of you
3. select the top card and write down all of the ideas that this image gives you for solving your creative challenge
4. continue selecting cards until you have passed through all of the cards or your designated ideation session time is up

tips: if using with a group, try printing out the cards in a larger size or printing out multiple sets. if you are using these for a virtual brainstorm, snip the individual images and place them in a file folder or in a PPT deck so that you can click forward though the images.

Happy imagestorming!