



Five Year Plan - Formulating Strategy

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Agenda

Overview

Brainstorming objectives

Rules

Brainstorming activities

Summarize

Next steps

Overview

Quick overview of what this meeting is all about

- Agenda
- What to expect

Brainstorming Objectives

Describe the objective(s) of the exercise:

- New product or service ideas?
- New feature ideas?
- Feature/product naming?
- Promotion ideas?
- New process for doing something?

Define top requirements or restrictions.

Rules

No idea is a bad idea

Be creative

Take risks

No criticism allowed

Brainstorming Activity

Generate ideas

- Use games and exercises to “warm up” your creative thinking
- When ideas slow down, try another exercise to generate fresh ideas
- Breaking into smaller groups may be helpful

Use a computer to capture every comment/idea (in Microsoft PowerPoint, of course, using Meeting Minder)

Summarize

Review ideas

Vote on top candidates and consolidate

Check requirements and restrictions

Trim list to top 5-10 ideas

Next Steps

Describe what happens next:

- Research the ideas generated?
- Follow up with larger group?

Generate action items for follow-up:

- Start turning ideas into reality.

