

What If...Brainstorm Style Presentation

The best time to use the Brainstorm style presentation is when the goal of the topic is to generate as many ideas as possible. The presenter usually doesn't have a narrowed down list of ideas and is instead looking for new ideas from the group that he/she hasn't thought about.

Prep Work

The coach and presenter should meet before the Forum and fill out the traditional coaching worksheet. In this session, they should go over the following items:

- 1) What core topic does the presenter want to do a brainstorm around?
- 2) Are there any areas off-limits for the brainstorm?
- 3) What has the presenter already attempted that worked/didn't work?
- 4) What obstacles, if any, does the presenter face related to this topic?
- 5) What feelings does the presenter have related to this topic?



Presentation Flow (In-Meeting)

MINUTES	SECTION
3/total	- Coach shares the core topic, off-limit items, and any obstacles that exist with the group.
15/total	- Presenter shares background info on the topic.
10/total	- Clarifying Q&A from the group to understand the situation better.
2/total	- Solo reflection where each person writes their ideas on post-it notes. Use one post-it note per idea.
15/total	- Standing large group brainstorm where the group shares, in random order, the ideas they wrote down plus any new ideas that come up during the brainstorm. To share an idea, have people step forward in front of the group, share their idea, and then place their post-it note on the wall in front of the group. If ideas are similar, have people place the post-it notes near each other on the wall. As people share ideas, have them start with the phrase, "What if..."
1/each	- Final Thoughts - Have each person share their main takeaways on the topic, which might also include, "If this were my challenge, my next step would be...." End with the presenter sharing their final thoughts.

Facilitation Tips

- The presenter should be coached ahead of time with a coach.
- Make sure the core challenge is one that everyone can relate to in some way.
- The Q&A section should only be clarifying questions that help everyone understand the situation.
- Presentations are for everyone to learn from, so have each person share their main takeaways during the final thoughts.
- Keep the energy of the brainstorming upbeat and continuous without gaps in sharing.
- Instead of one person sharing all their ideas at once, have people share one and then rotate around "popcorn style."
- Avoid commenting on each idea and instead keep moving quickly from idea to idea.

