

Your Problem



Before you start to brainstorm, explain....

Who is involved?

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What is involved?

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Where is it happening?

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Why is this important to solve?

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When does this need to be solved?

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Write 3 questions about this problem?

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Breaking your problem apart into **attributes** provides you with the building blocks of brainstorming. The Brainstormgym will help you manipulate and transform them. You will be challenged to reach beyond your comfort zone and at the same time be coached to Combine, Elaborate, Exaggerate, go Bizarre and many more techniques to alchemize unexpected gold. Now lets go find out HOW you are going to solve it in the BrainstormGym.



preparation