IP BEST PRACTICES

# Gas and Brake Brainstorm

A best practice shared by InspiringPeople.

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# Gas and Brake Brainstorm

Separating brainstorming (gas) from challenging ideas (brake) keeps creators and critics both moving in the same direction.

## Key steps

Every team has people who create and people who criticize, and the two can easily annoy each other. Ask the team which matters more in a car, the gas or the brakes — you need both, used at the right moments, to get anywhere fast and safely.

Define the main themes and the challenges per theme up front, then run the shortest workshop format there is: one minute welcome, two minutes prioritizing sub-challenges, four minutes one-on-one brainstorming, four minutes presenting results, two minutes voting for the top three, one minute for volunteers to sign up.

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