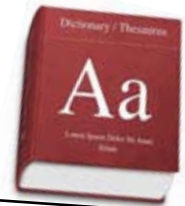




# IT'S TIME TO... **IDEATE**

**A PROCESS FOR GENERATING IDEAS TO  
BOOST MEMBERSHIP, ENHANCE MEETINGS,  
GENERATE SPEECH IDEAS &  
NEW CLUB LEADS!**



**IDEATE:  
To Generate Ideas.**

**Yes  
&**





## **Employ "YES, And..." Thinking**

1. Say "YES" to others' offers.
2. Then say "AND..." to append your own offer.
3. Build upon your partner(s)' ideas.
4. Generate momentum through the power of YES.
5. Build rapport, success through YES AND!

## **Introducing The Brainstorm**

*An Often Misunderstood Type of Meeting*

1. Create a fun environment conducive to free thinking. 
2. Suspend Judgment. No criticism is allowed. *The words NO, BUT, CAN'T or IT WON'T WORK are banned!!!*
3. Use games, toys and ice-breakers to stimulate ideas and set a healthy tone. 
4. Utilize **YES, And...** to build momentum.
5. Encourage participation by ALL.
6. Give the group time to loosen up and gather momentum.
7. Seek quantity. Generate oodles of ideas. The more the better. Cull later for quality.



# What if?

# Imagine...



## 15+ Ideas for SPEECH TOPICS



1. The hardest household tasks
2. Vacations
3. Manhole covers
4. Women's' purses
5. How did that cat get
6. Positive relationship between pets & humans
7. Job interview gone wrong
8. How rituals bind people together
9. My 90 year old aunt's still driving
10. How to get a date
11. The time I got lost in the Munich airport
12. Why should we be talkative?
13. Musicals

*For Craig's 101 Speech topics click here:*  
[www.expressionsofexcellence.com/  
Toastmasters/110SpeechTopics.pdf](http://www.expressionsofexcellence.com/Toastmasters/110SpeechTopics.pdf)



## 21 Ideas for ADDING MORE MEMBERS



1. Outside speaking
2. Youth leadership
3. Recruit around meeting area
4. Open house
5. Invite friends
6. Meetup.com advertisements
7. Wear TM nose ring
8. Posting video on YouTube
9. TM Tattoo
10. Speechcraft
11. Bring in keynote speakers
12. Hair Salon
13. Leave *Toastmaster* Magazines
14. Bulletin Boards
15. Testimonials
16. Airplane
17. Recruit from other clubs
18. Magnetic Car Signs
19. Farmer's Markets
20. Provide Incentives
21. 30-second Super Bowl Ads



Lisa Safran (r) teaches Yes, and...



Team Brainstorming



Ideas flow!



Presenter Craig Harrison with  
*ImprovConsultants.com* founder Lisa Safran

## 10 Ideas for CONCEPTS/PLACES TO FORM NEW CLUBS

1. Senior Center
2. Job Seeker's Club
3. Theatres
4. Airplanes
5. Mobile Home Parks
6. Single Parks
7. Casinos
8. BNI Clubs
9. City Halls
10. Colleges
11. Parole Officers



# 150 Ideas for MEETING THEMES



1. Bastille Day (France)
2. Circus
3. Murphy's Law
4. Holiday's
5. Overcoming fears
6. New Year's resolution
7. Fiscal cliff
8. Birds
9. Food
10. Travel
11. Parenting
12. Hobbies
13. Halloween
14. Pets
15. Fishing
16. Teaching
17. St. Patricks Day
18. Sports
19. Vacation
20. In The News
21. Social Media
22. Health
23. Culture
24. Independence Day
25. Foreign Policy
26. Education
27. Education
28. Excellence
29. Powerball
30. Party
31. Nature
32. Global Warming
33. War
34. Home Improvement
35. Cooking
36. Comedy
37. Gardening
38. TV Drama
39. Music
40. Gut Feelings
41. Automobiles
42. Racing
43. Winning
44. Sailing
45. Science
46. Life-changing events
47. Occupations
48. Volunteering
49. Leadership
50. Finance
51. Politics
52. Economics
53. World Leadership
54. Space Travel
55. Ergonomics
56. Physical Fitness
57. Things you are not talk about
58. Murphy's Law
59. Birthday
60. Pizza Party
61. Holiday
62. Under The Sea
63. Superstitions
64. Hat Theme
65. Rain Puddle
66. Pets
67. Sports
68. Cooking
69. Natural Disaster
70. Costumes
71. Weather
72. Emotions Trips
73. National Parks
74. Fears
75. Favourite Movies
76. Motorcycles/Cars
77. Transportations
78. Outer Space
79. Hair
80. Children's Books
81. Leadership
82. Baby Pictures
83. Jobs Pits & Cracks
84. Hygiene
85. Music
86. Cartoons
87. Handwriting
88. Clothing
89. Halloween
90. Space Exploration
91. Hold The Memory
92. National Holiday
93. Music
94. Aids
95. 1980
96. Climate Change
97. Election
98. Food
99. Government
100. Books
101. Wine Tasting
102. Weather Sun/Moon
103. Fireworks
104. Work Place
105. Software App.
106. Seasons
107. Pets
108. Affair To Remember
109. Favourite Toys
110. Religion
111. Movies
112. Games
113. Nice Things
114. Walks
115. Adventure
116. President
117. Share Things
118. Travel
119. Technology Changes
120. Quick Writing
121. Sports
122. Hair Cut
123. Self reliance
124. Entertainers
125. Peace
126. Car
127. Fashion
128. Hobbies
129. State Propositions
130. Job Interview
131. Lessons Learned
132. Permanent Marker
133. Spring Holidays
134. Travelling
135. Rain
136. Living Abroad
137. Learn new Language
138. Pets
139. Train Rides
140. Location
141. Write a book
142. New Technologies
143. Art History
144. Housing
145. Cycling
146. Days Off
147. Family Traditions
148. Work Out
149. Fashion
150. Music
151. Time 80's
152. Awful Bosses
153. Reality TV
154. Desperate Move
155. Lottery Winning
156. Great Speaker
157. Imp. Life'a moments
158. Collectibles
159. Social Media
160. Financial planning
161. Fun Times
162. Programming
163. Flirting
164. High School
165. Economy
166. Pres/ Assassination
167. Sport

**How About...**

**Here's  
An  
Idea**



Download this PDF file at <http://speakandleadwithconfidence.com/handouts/>

*Thank you to session host Kevin Porter for transcribing our brainstorms!*

## IT'S TIME FOR PLAN "B"

# BRAINSTORMING

### *Playing the Brain Game for Gain*

by Craig Harrison

Our workgroup was in the middle of a spirited brainstorming session — a free form session where creativity is encouraged, judgment is suspended, and the best ideas often come after ten or more minutes. The ideas were flying fast and furious, as they should, when the group gets momentum. The energy was intoxicating. And, in a fit of inspiration, one employee suggested, "Why don't we reverse the order of the deliverables!?"

While nine other people energetically accepted this offer as worthy of inclusion on their flip chart of ideas, their manager scowled "That will never work!"

Thus ended a productive brainstorming session. Sadly, the manager was unclear on the concept at play. She replaced a brainstorm with a brain fart and stunk up the entire process.

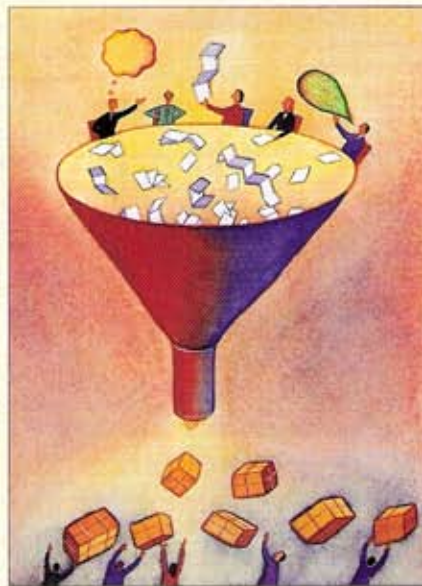
#### A Different Kind of Collaboration

Brainstorming is a special type of meeting, with its own ground rules, tempo and ethos. It's also an invaluable tool for idea generation, problem solving, innovation, teambuilding and creativity. Whether you are tasked with creating new sales contests, new strategic initiatives or simply trying to break the doldrums of your day-to-day routines, brainstorming carries the day.

#### Rules That Rock!

By definition, brainstorming is unlike your typical meetings. Its unbounded by traditional rules where pre-determined people speak on pre-determined subjects for prescribed times. Like a jam session of Jazz musicians, all you need to do is begin recording and let the sounds begin. Remember, the key is to record it all. Later you can go back and edit out that which might not be considered beautiful music.

In Brainstorming sessions everyone is equal, all ideas are worthy of consideration, all judgment is suspended and a person's rank or status is irrelevant. The



goal is to fill the air with ideas, depart from conventional thinking, and allow the smorgasbord of strategies, ideas, inspirations and epiphanies to cross-pollinate each other. Think of brainstorming meetings as magnificent melting pots, a veritable giant stew bowl where bouillabaisse bubbles and bursts, unleashing new, exciting and innovative initiatives. Consider a skilled facilitator for best results, though this isn't a requirement.

#### The B-List: Preparing For Your Meeting

The following recommendations will insure a successful session, whether it's a stand-alone brainstorm or part of a larger meeting or event:

- Adorn your environment with art, toys, games, crayons, colored markers or other stimuli to get the juices flowing and invite fun, free thinking and playfulness.

- Consider special written invitations in advance to set the tone, expectations and goals for the session.

- Create a mental and/or physical ice breaker to loosen everyone up.
- Consider lava lamps, beanbag chairs and even bubble-gum and bubble makers to loosen everyone up.
- Encourage participation by all.
- Language is key. Use sentences such as "What if we...?", "How about...?", "Let's try...", or "Suppose we..."
- Check your skepticism, negativity and ego at the door. It's not about who's ideas are embraced. All ideas should be received, for the benefit of the group your mission.
- Employ the "Yes, AND..." approach instead of a "Yes, BUT..." stance in response to others' ideas.
- Remind people to suspend judgment throughout the session.
- Assign a scribe or tape record the meeting.
- Allow enough time for people to loosen up. Often the best ideas occur once the group has gotten over any self-consciousness and gathered momentum.
- Have fun!

Remember, like mastermind groups, brainstorming sessions rely on the reality that when multiple brainpower is applied the results are greater than the sum of their parts. You will generate great results from the blend of talent, experience, ideas and perspectives that naturally result from giving everyone equal footing and freeing them of the usual restrictions of time, structure and rules.

By the way, what if...? ■

San Francisco Bay Area-based Professional speaker Craig Harrison founded Expressions of Excellence!™ to provide sales and service solutions through speaking. For information on keynotes, training, coaching, curriculum for licensing and more,

visit [www.ExpressionsOfExcellence.com](http://www.ExpressionsOfExcellence.com) or E-mail [Craig@ExpressionsOfExcellence.com](mailto:Craig@ExpressionsOfExcellence.com) for inquiries.



# Become An Improv-Master



## Leveraging Improvisational Techniques for Workplace Success!

### WHAT IS LIFE IF NOT A SERIES OF IMPROVISATIONAL SITUATIONS?

*How* we improvise — when flights are cancelled, roads are closed, budgets are slashed or equipment breaks — spells our success or failure.

Wouldn't you like to gain confidence in your ability to create, adapt, and employ flexibility through a series of fun, educational improvisational activities.

Improv games help you improve critical thinking, tap your own creativity, build trust with others, sharpen your listening skills and so much more!



### Learning Objectives

- ▶ Learn to generate new ideas with "Yes...and" thinking
- ▶ Experience the joy of brainstorming
- ▶ Sharpen your powers of observation
- ▶ Co-create new possibilities for your workgroup, organization or campaign
- ▶ Build trust through teamwork
- ▶ Help your partner look good; Create win-win situations
- ▶ Embrace the power of suggestion



### How The Presentation is Delivered

This highly interactive program uses short, fun improv games to engage and explore. Debriefs after each activity help participants deconstruct what happened and recognize the transferable nature of the skills being developed.



While participants are "always at choice" and don't have to engage, the fun atmosphere and positive feedback lets everyone experience the sweet taste of success.

Games range from collective storytelling for visioning to dyad and triad activities that tap into peoples' creativity and sense of adventure.

### About Your Presenters

Lisa Safran is the founder of ImprovConsultants, a group of creative professionals who provide engaging and enjoyable experiential programs for educators, businesses, and organizations using improvisation. She teaches Improv for Bay Area Theatre Sports (BATS). ImprovConsultant Craig Harrison, who co-founded [www.LaughLovers.us](http://www.LaughLovers.us) in 2003, uses improv to help professionals build skills and confidence in impromptu situations.

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