



### **8 SECRETS OF BRAINSTORMING**

- 1) Look at change as fuel
- 2) Accept all ideas
- 3) Defer judgment
- 4) Reduce status
- 5) Avoid idea smashers
- 6) Declare your point of view
- 7) Say “Yes, and...”
- 8) Re-discover your innovative self

Based on material from *Change & Innovation through Brainstorming*, by Media Partners

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