STORMING TOWARD INNOVATION
Jill Hurst-Wahl, @jill_hw
Director, MSLIS Program, Syracuse University

**Presentation Description:** Many staff meetings become informal periods for quickly generating ideas which can be acted upon. This session will provide tips, techniques and tools for creating an atmosphere where everyone can contribute effectively to spawn concepts, plans and solutions. Creating that atmosphere means building practices which become part of the workplace. It also means understanding the role that each person can play in ensuring that the best ideas emerge. Note that lessons from this session can also be applied to non-work and unstructured situations.

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<th>Topic</th>
<th>Your Notes</th>
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| • Background & Problem (Opportunity)  
  • Innovation = new ideas that have been implemented  
  • “Creativity is our biggest natural resource.”  
  • The expectations  
  • The reality of our idea generation activities | |
| • What we can do differently?  
  • Keep learning  
  • Create room so that innovation can occur  
    • Mental  
    • Emotional  
    • Physical | |
| • Specific techniques (see page 2)  
  • 7 brainstorming rules from IDEO  
  • 5 brainstorming techniques | |
| • Your next steps | |
7 Brainstorming Rules from IDEO:
1. Defer judgment
2. Encourage wild ideas
3. Build on the ideas of others
4. Stay focused on the topic
5. One conversation at a time
6. Be visual
7. Go for quantity

Mind-Storming:
What is it? Brainstorming with yourself.
Why?
1) It is the basis for other techniques.
2) Often we only have ourselves.
Example: Mind-storming names for a new library program.
How do you lead yourself?
• Give yourself a specific question.
• Give yourself a time limit.
• Focus.
• Stick to the rules.

Long List:
What is it? You brainstorm as many ideas as possible (100+).
Why? The early ideas are the easiest and least creative. Real creativity occurs after the easy ideas have been said.