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FREE SAMPLE · 6 PAGES

BRAINSTORMING TOOLKIT · FREE SAMPLE

Brainstorming Toolkit

A structured ideation system for better questions, wider options, comparable concepts, and real next tests

IN THIS SAMPLE

1. What this is and who it's for
2. Run One Useful Idea Cycle
3. Frame the Question (Module 1 of 6)
4. Workbook: Question Framer

\$19

FULL KIT · GUIDE, TRACKER SPREADSHEET, PHONE REFERENCE, PROMPT LIBRARY, QUICK REFERENCE, FILLABLE WORKBOOK

Less content. More use.

What This Is, Who It Is For

FIT What this is

This is a guide, workbook, prompt library, and decision tracker for framing, divergence, AI-assisted expansion, concept development, comparison, and session closeout.

FIT Who this is for

For individuals and teams solving product, service, process, content, customer, or operational problems where more than one approach may work.

By the end, you will have:

- A clear ideation question and structured range.
- Comparable concept cards with assumptions and tests.
- A decision record with owners and review dates.

WHAT THIS IS NOT

It is not a promise of endless originality, an AI idea vending machine, or a substitute for customer evidence, feasibility review, expert judgment, or real testing.

Run One Useful Idea Cycle

Choose a real decision. Frame the question, create range before ranking, develop comparable concepts, and end with next evidence steps.

WORKFLOW The Sequence

1. Write the user, outcome, constraints, and decision question.
2. Generate independently across several meaningful lenses.
3. Turn the strongest fragments into comparable concepts.
4. Evaluate with evidence and confidence, then assign next tests.

STOPPING POINT

A board full of ideas is not the outcome. A better decision and a useful next test are.

1. Frame the Question

Brainstorming fails when the prompt is so broad that every idea fits or so narrow that only one answer is allowed.

WHEN YOU'RE DONE

You have a clear question with a user, outcome, constraints, and decision window.

CHECKLIST

Do this now

- ☐ Name who the ideas are for and what must improve.
- ☐ State the outcome in observable terms.
- ☐ List real constraints such as time, money, channel, and risk.
- ☐ Write what is out of scope for this session.

WORKED EXAMPLE

'How can we grow?' becomes 'What could help first-time buyers understand the product within two minutes without adding a live demo?'

Reflection: What decision will these ideas eventually support?

Question Framer

Define the user, outcome, constraints, decision, and exclusions for the session.

WORKSHEET

Question Framer

User and Problem Moment:

Observable Outcome:

Constraints:

Decision This Will Support:

Out of Scope:

Want the rest of Brainstorming Toolkit?

Brainstorming often produces familiar ideas, cosmetic variations, or a crowded board with no decision. This toolkit separates range, development, evaluation, and closure.

THE FULL KIT INCLUDES

- Guide (Letter and A4)
- Tracker spreadsheet (CSV)
- Phone reference
- Prompt library
- Quick reference (Letter and A4)
- Fillable workbook (Letter and A4)

Get the Brainstorming Toolkit · \$19

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