Brainstorming Activity—Left Brain/Right Brain

Divide your group into two categories: those who are more inclined to be right-brain, intuitive, unconventional thinkers and those who are left-brain, logical and rational in their thought process. Then assign each group a limited time to come up with 50 new content ideas. Each person feels comfortable in his or her own like-minded "brain group." And the list of ideas will be diverse in comparison—covering both rational and imaginative spectrums.

LEFT BRAIN	RIGHT BRAIN

Brainstorming Technique—50 – 30 – 10

At the top of the worksheet identify a big picture topic for content (i.e. GLBT teens are being bullied). This is your 50,000-foot view of the issue.

In the middle of the page, identify 3 – 5 potential sub-categories of that topic at a 30,000-foot view (i.e. Education, Coping Techniques, Community Building, etc.).

For each sub-category, list out 3-8 specific content topics and channels for your 10,000-foot view (i.e. 30 second "It gets better" video, Infographic showing how to deal with bullying, etc.).

	50,000 FOOT IDEA	50,000 FOOT IDEA			
30,000 FOOT	30,000 FOOT	30,000 FOOT			
10,000 FOOT	10,000 FOOT	10,000 FOOT			

Brainstorming Technique—Lotus Blossom

The Lotus Blossom technique was developed by Japanese researcher, Yasuo Matsumura, who put structure to the mind mapping techniques used by T.S. Eliot.

First, state your problem in the center circle. Generate eight idea categories around that problem, and then, figuratively "peel back" one petal of the blossom at a time with eight more ideas for each.

1	2	3	1	2	3	1	2	3
8	A Idea I	4	8	B Idea 2	4	8	C Idea 3	4
7	6	5	7	6	5	7	6	5
1	2	3	A Idea I	B Idea 2	C Idea 3	1	2	3
8	H Idea 8	4	H Idea 8	Problem	D Idea 4	8	D Idea 4	4
7	6	5	G Idea 7	F Idea 6	E Idea 5	7	6	5
1	2	3	1	2	3	1	2	3
8	G Idea 7	4	8	F Idea 6	4	8	E Idea 5	4
7	6	5	7	6	5	7	6	5