

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

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 1	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 1	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