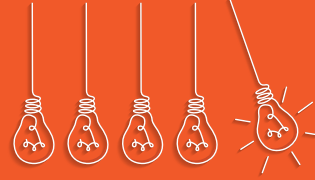


HOW TO RUN A CREATIVE BRAINSTORMING SESSION DURING COVID-19



The arrival of COVID-19 has changed nearly every aspect of the modern workplace, including how to run a creative brainstorming session within your organization. Swyft put together some tips to help you organize and run brainstorming sessions in the new work-from-home reality we now find ourselves in.

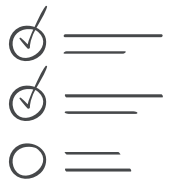
1. DETERMINE THE PARTICIPANTS

Unless you have a very small team—small being less than 10 people—an all-hands meeting is likely not the best use of time for a creative brainstorming session. Even for those with big teams, it's important to consider how essential everyone is for a meeting of this kind. Size and diversity can make or break a creative brainstorming session, so it's crucial to determine who will be participating beforehand. Don't be afraid to invite somebody outside of your group if you feel they will contribute fresh ideas or challenge the status quo.



2. SEND AN AGENDA BEFOREHAND

Just like you would when brainstorming sessions took place in the office, it's essential to send an agenda beforehand. Not only does this set the tone and align expectations for the meeting, but it allows participants to get a head start on brainstorming. First, having an outline of what the meeting will cover helps keep the meeting on track. And second, group brainstorming is not for everyone. Giving everyone enough time to come up with ideas before the meeting can be beneficial to those who prefer to brainstorm on their own.



3. ESTABLISH ROLES

In a remote meeting, getting a chance to speak can be more difficult than it is in person, especially when you account for lag or other technical difficulties. This is why it's important to have a few key roles established before getting started. The most crucial role for a creative brainstorming session, whether remote or in-person, is the facilitator. Another essential role for the creative session is the note taker. While remote meeting apps like Zoom allow the option to record a video meeting, it's still important to have one person in charge of documenting important comments, ideas, and moments.



4. MAKE IT VISUAL

Since whiteboards are an essential component to an in-person brainstorming session, it only makes sense to include one in a remote session. Luckily, there are tons of accessible online whiteboards to use for your next virtual meeting. For a successful remote brainstorming session, have everyone take turns presenting or describing their ideas using the whiteboard.



5. FOLLOW UP

Further emphasizing the importance of having a designated note taker, following up with post-meeting notes or summary of ideas can help keep the creative juices flowing. Encourage further collaboration by creating a shared doc or Slack channel that everyone can add to as they think of things.

