

BREAKTHROUGH BRAINSTORMING LOGISTICS

Prepare, confirm and deploy the nitty gritty details for your Breakthrough Brainstorming session with this logistics checklist. And of course, adapt as needed for the specifics of your gathering, whether it's in person or remote.

Planning in advance for an in-person session:

- ✓ Book your space. Build in enough time to set up, lead the session and clean up.

- ✓ Send your invitation. Consider an email with a calendar invitation as a follow-up, making it easy for people to accept with a simple click, and making it easy for you to know who is able to participate.

- ✓ Gather your supplies:
 - Sharpies, 1-2 per person
 - 3"x3" Post-it Notes (1-2 pads per person, range of colors)
 - Post-it easel pads and easels if placing sticky notes directly on the walls is not an option (or if you want to be able to move ideas as you go)
 - Roll of painter's tape
 - Dot stickers

- ✓ Decide if you will offer snacks or beverages, and place the order/make the purchase.

- ✓ Decide if you will offer small gifts as tokens of appreciation for the participants and order or gather them.

Day before/day of:

- ✓ Email a reminder to all participants letting them know how excited you are to gather. Encourage them to “come as they are,” and dress comfortably as they’ll be standing and moving throughout your time together.
- ✓ Visit the room and clear it of clutter. Arrange chairs and other furniture so that it’s easy to stand, move around and access the walls. Open shades to let in natural light, if available.
- ✓ If using them, set up easels and easel pads, or add large format Post-it pages to the walls, to serve as your “idea canvasses.” This is where participants will place their sticky notes.
- ✓ Use the painter’s tape to create the “Prioritize” grid in advance using the template in the Breakthrough Brainstorming Toolkit.

Following the session:

- ✓ Send a follow-up message to express thanks to all participants for sharing their time, energy, creativity and ideas. Let them know what will happen next as a result of their breakthrough brainstorming.
- ✓ Identify the members of your team/organization you’d like to engage for follow-up exploration of ideas. You can use the Idea Canvas and Action Planning Template from the Breakthrough Brainstorming Toolkit to flesh out new ideas and identify action-oriented next steps.
- ✓ Block time in your calendar each week, for 30 days following the session, to spend time on follow-up. This helps you gain traction and momentum in the exploration, development and experimentation of new ideas.

Planning in advance for a remote collaboration session:

- ✓ Identify your preferred online collaboration tool. Consider inviting people to participate via a video call platform, so you can all see and hear each other, while joining an online collaboration platform at the same time. Here are two good, easy-to-use options:

- [MURAL](#) offers a range of online templates to support brainstorming, including one called “Brainstorming + Prioritization.” If time and the energy of your group permit, you may also like the template called “Brainstorm Many Ideas,” which allows you to introduce additional prompts to spark more ideas.
 - Google docs are another very easy way to gather many ideas. Create a new shared document with your “How might we...?” question big and bold at the top of the page, and invite people to add their ideas as they speak them.
- ✓ Send your invitation. Consider an email with a calendar invitation as a follow-up, making it easy for people to accept with a single click, and making it easy for you to know who will participate. You can add relevant links to the calendar invitation as you confirm them.
 - ✓ Decide if you will offer snacks or beverages, which you can provide by sharing digital gift cards for participants to make a local or online purchase.
 - ✓ Decide if you will offer small gifts as tokens of appreciation for the participants and order or gather them, and collect mailing addresses for delivery to remote participants following the session.
 - ✓ Conduct a short test session with 1-2 colleagues to make sure you’ve got the online tools ready for the larger group, and familiarize yourself with the navigation to help make sure things will run smoothly on Breakthrough Brainstorming day. .

Day before/day of:

- ✓ Email a reminder to all participants letting them know how excited you are to gather, and share links to your video call and online collaboration platforms. Encourage them to log in a few minutes early to make sure they are able to connect and be ready to roll at the session start time.

Following the session:

- ✓ Send a follow-up message to express thanks to all participants for sharing their time, energy, creativity and ideas. Let them know what will happen next as a result of their breakthrough brainstorming.

- ✓ Identify the members of your team/organization you'd like to engage for follow-up exploration of ideas. You can use the Idea Canvas and Action Planning Template from the Breakthrough Brainstorming Toolkit to flesh out new ideas and identify action-oriented next steps.
- ✓ Block time in your calendar each week, for 30 days following the session, to spend time on follow-up. This helps you gain traction and momentum in the exploration, development and experimentation of new ideas.