

Creative Strategies for Brainstorming for Business Success

By Bea Fields

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bea@nonmanipulativeseducation.com

<http://www.nonmanipulativeseducation.com> <http://www.nonmanipulativeseducation.com>

We experience creativity every time a fresh idea pops into our minds. We recognize creative imagination in everything from a pastel painting to a business plan. By trying these ten tips, you will discover some amazing creative abilities that may surprise you.

1. Substitute someone else's perspective for yours. How would a teacher, lawyer, actor, artist, explorer, journalist, psychologist, engineer, homemaker, child, or accountant approach your idea or subject? Don't know? Ask them!
2. Look at your idea through the eyes of a critic. For each idea, make a list of all criticisms that may arise. Try to develop as many solutions as possible for overcoming obstacles or repairing weaknesses in your idea.
3. Connect your idea to other worlds or fields. Look at the worlds of Politics, Art, Science & Medicine, Hollywood, The Ice Age, Astronomy, Astrology, Ballet, Animation, The Army, Asia, Teaching, Music, Europe, and the like. Can you make an analogy, and what ideas can you draw upon from these fields and worlds?
4. Magnify your idea. What can you do to enlarge, expedite, extend, strengthen, exaggerate, dramatize, or improve your idea?
5. Simplify your idea. Can you condense, trim down, compact, minimize, or narrow your idea?
6. Change your idea. Modify the name, color, sound, shape, form, function, smell, taste, and properties of your idea.
7. Make your idea meet the needs and wants of the masses. Does your idea meet the basic needs and wants of more comfort, money, food, shelter, time, space, convenience, attractiveness, health, and beauty? If not, alter your idea to meet one if not all of these needs and wants.
8. Add more value. What will add more value? Add extra features, durability, safety, thickness, accuracy, guarantees, uses, and freebies.
9. Examine what others have done. Emulate professionals and experts who have had great success with a similar idea or product. Are you facing a problem that has already been solved? Use the past as a tool for experimentation and learning.
10. Flip a coin. When you cannot make a decision, flip a coin. Once the coin falls, use your intuition

and gut to make a decision. If you feel comfortable with the result, go with it. If you feel uncomfortable with the coin toss, make the opposite decision.

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