# Brainstorm in a Box

Welcome to the Brainstorm in a Box for our Workplace Wellness Challenge! We're tackling the issues of creating healthy communities within and beyond the workplace and it's great that you're joining the journey.

In the Concepting phase we're seeking your fresh ideas that address the challenge question. These could be big ideas, little ideas, wild ideas ... all are welcome.

Running a live brainstorm with your friends and colleagues is a fun way to get some ideas down quickly and easily.

This Brainstorm in a Box is a handy tool for hosting your own OpenIDEO brainstorm – we call them OpenSTORMS.

Once you've run your brainstorm, be sure to upload your ideas online at: http://bit.ly/wellwork-ideas
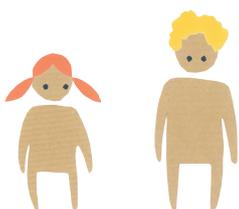
How might we create healthy communities within and beyond the workplace?

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Here's how...

1. Gather your participants and materials

Send out an email, organise brunch, meet after class – anything to get your brainstorm group together. 3-7 is a good group size.

Materials to have ready include blank paper, printouts of the Concept Capture Sheets we've provided below, post-its, pens and sharpies. Sweets or snacks are also good during brainstorm sessions to keep folks motivated!

2. Pick a brainstorm topic

We prefer to pick a topic in the form of a "How might we..." question. Like, "How might we use storytelling to raise awareness and encourage prevention of various health issues?"

3. Warm up

To get your group energy flowing, try a quick warm-up exercise that's related to the topic you're exploring. (check out the next page for tips)

4. Ready, set, brainstorm!

Brainstorm for 15-30 minutes on each topic. Go for quantity, defer judgement... read the Rules of Brainstorm before you start: http://bit.ly/oi_brainstorm

5. Probe deeper with the prompt cards included in this pack

Hold up one at a time or print out copies for each participant.

6. Upload your favourite concepts

Potentially the most challenging and important part of your mission – uploading the ideas to OpenIDEO afterward! From the Concept Capture Sheets below, you can photograph or scan your ideas and upload them to our Concepting phase: http://bit.ly/wellwork-ideas Add some text to flesh out your idea and spark conversation from others.

Check out more tips on how to OpenSTORM: http://bit.ly/openstorm

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Brainstorming topics

How might we provide communities with reasons to improve their health in a way that incentivises and stimulates them?

Many people have good intentions around improving their health but often lack the motivational trigger to get them started. How might we create incentives that help *spread* healthy behaviours? How might we incentivise health through play? How might we make actions around wellness contagious? Warm-up: List 20 ways in which folks can be nudged towards behaviour change. Tip: think beyond health!

How might physical surroundings support healthy behaviour for communities either within or beyond the workplace?

The environments in which we work, live, gather, commute and play have the power to contribute to our wellness. How we might create the right environments or provide physical triggers to support wellness-focused behaviours? How might such initiatives be spread and scaled? Warm-up: List 15 examples of of places or structures which make people feel good or get active

How might we motivate and support people to keep going, together?

The first hurdle can be embarking on a journey towards better health but it's often just as big a challenge to sustain these new behaviours. What tools could we employ to keep things feeling fresh and exciting? How might we help communities track progress and reach goals together? Warm-up: Thinking beyond health, list 15 ways that keep people feeling engaged over time

How might we leverage connections and networks to improve the health of the whole community?

We all have multiple networks to which we belong, whether it's your community of family and friends, work colleagues or your local neighbourhood. How can we enhance the connections and associations we belong to to improve our own health and those around us? How might we tailor initiatives for different communities?
Warm-up: List 10 communities/networks you belong to

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Where: At Home

Who: With Family

Where: At Work

Who: With Friends

Where: Your Local Community

Who: Alone

Where: Your Country

Who: With Colleagues

What's the opposite of the last idea?

What would be the most outrageous thing to do?

What would your hero do?

Say the first thing that comes to mind

What would have worked in 1963?

Imagine if money or resource was limitless

What would make sense in the year 2112?

Think like a child

Concept Capture Sheet

Name _____

Sketch your concept!

Quick summary

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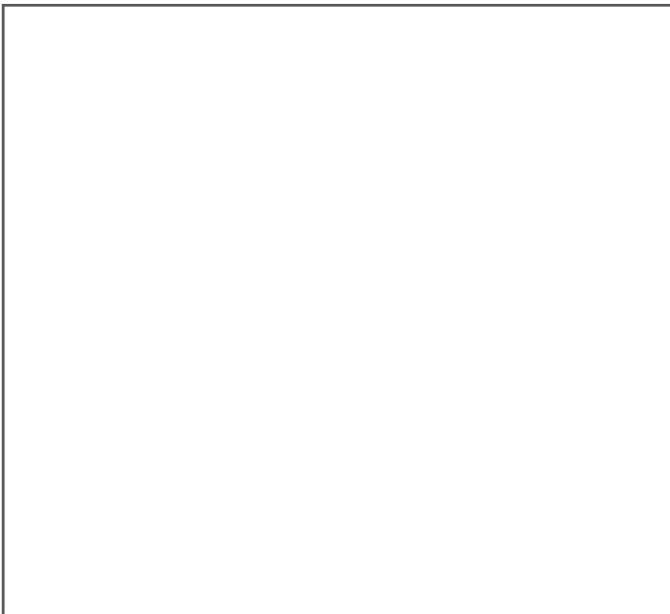
Concept Capture Sheet

Name _____

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