

# BRAINSTORMING DO'S AND DON'TS

## 3-Year Plan || Resource Guide

*Take the time to brainstorm everything you can think of about your vision and what your need to make it a reality. Do not skip or rush brainstorming.*

### Brainstorming Do's:

- ▶ It doesn't matter where you start. Just start.
- ▶ Block out dedicated brainstorming time in your schedule, at least two to three hours.
- ▶ Let family/colleagues know that you have scheduled that time to minimize interruptions.
- ▶ Give yourself permission to just brainstorm without starting to plan or work,
- ▶ Think outside the box. Be creative.
- ▶ Write down everything that comes to mind.
- ▶ Find the right environment for you.
- ▶ Use a large, blank space to take notes (whiteboard, large post-it pad, blank computer paper).
- ▶ Minimize distractions like cell phones, email, and social media.

### Brainstorming Don'ts

- ▶ Don't skip this!
- ▶ Don't rush through the process, you need at least an hour to brainstorm each goal in your 3-Year Vision.
- ▶ Don't limit yourself to small ideas or what you think is possible today. You've got three years to make this happen.
- ▶ Don't constantly check your cell phone, emails, or social media. You'll lose focus.
- ▶ Don't get frustrated if you struggle with brainstorming. Just like any other skill, you'll get better with practice.
- ▶ Don't be afraid to ask others that you trust to participate in your brainstorming session.

### Brainstorming Starter Questions

- ▶ Tell me what you want to happen and why. Describe it as a story.
- ▶ What do you want your business to look like in three years?
- ▶ What will it take to get there?
- ▶ What needs to happen or fall into place?
- ▶ What is in your control and what is not?
- ▶ If you had a magic pen to draw your business future, and your role in it, what would it look like?