

7x7

49 Questions to Generate Extreme Creativity

from

MIKE BROWN

AUTHOR

*Idea Magnets: 7 Strategies
for Cultivating & Attracting
Creative Business Leaders*



“Where wicked smart questions become the new currency of creativity.”

– Joe Batista, The Chief Creatologist



Idea Magnets

**7 Strategies for Cultivating & Attracting
Creative Business Leaders**

- Mike Brown -

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IdeaMagnets.com and Amazon



Mike Brown
Founder, The Brainzooming Group
Author, *Idea Magnets: 7 Strategies for Cultivating & Attracting Creative Business Leaders*

Questions are one of an Idea Magnet's most powerful forces to cultivate and attract incredible, innovative thinking. We call questions that prompt the biggest thinking Extreme Creativity Questions. These questions challenge conventional thinking, cause you to explore situations from new perspectives, and make unexpected connections easy to imagine. They generate the inspiration to keep supercharged ideas continually flowing.

To introduce you to their impact, 7X7 shares seven Extreme Creativity Questions for each of the seven Idea Magnets strategies.

1. Generate Inspiration
2. Embody Servant Leadership
3. Attract Opposites
4. Make Unexpected Connections
5. Encourage People and Ideas
6. Implement for Impact
7. Recharge Creative Energy

We hope 7X7 becomes a go-to resource to encourage powerful creative thinking for you and your team.

If you'd like to learn more about Extreme Creativity Questions, *Idea Magnets: 7 Strategies for Cultivating and Attracting Creative Business Leaders* shares the full story including ideas on places to look for new and bold extreme creativity questions to grow your repertoire.

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1. Generate Inspiration

A variety of bold, scary, and hidden paths to new creativity



If I find myself always working with the same people, what can I **do daily to increase the diversity of people I interact with to stimulate new exchanges, conversations, and ideas?**

What are the **boldest moves** we can imagine to challenge ourselves and grow as an amazing team?



How can we **go shopping with our audience**, no matter what *shopping* looks like, to **develop breakthrough ideas**?



If we wrote the introductory press release for our new project or process before we started, what **dramatic expectations** would the press release set?

What hidden aspects of our brand experience hold **intriguing possibilities** for **amazing innovation**?



How many **scary and risky things do I say “Yes” to** in a year, and what’s the creative benefit to me as an Idea Magnet?



What types of **creative leftovers** could I leave at the end of each day to energize a quick Idea Magnets start the next morning?

2. Embody Servant Leadership

Start by thinking about helping someone else first

How can we match young, experienced people and older, *inexperienced* people to reverse the typical learning environment?

What can we do better to translate what we know about our customers into pleasant surprises for them?

How can we better serve the part of the market that most needs our help to improve future possibilities?

How could doing what we do for a worthy cause make the biggest impact?

What would we change in our brand's customer experience if we designed it so customers didn't have to invest in the latest technology?

In what ways can we bring together people who wouldn't otherwise meet but would find value in doing so?

How can we create social good from every part of our organization?



How can we better address a big problem we face by undoing the problem rather than by putting another fix on a previous fix?

NEW

Looking at internal processes, how can we break what we do into little pieces so we can create many more combinations than we can presently?

How can we reduce by 50 percent the list of everything we *think* is essential to simplify our path to success?

What could we recover if, instead of griping about something going wrong, we immediately ask, “How is this mistake really the best opportunity ever?”

If our brand is trying to catch the #1 player in our market, what can we do *differently* instead of copying the leader?

Who are the absolute best potential partners in the absolute worst performing areas of what we do?

How can we win an enemy over to our cause to fix the fatal flaws we have that it knows better than anyone?

3. Attract Opposites

Try the completely unexpected for a change

Dynamic Keynotes & Workshops to Energize Idea Magnets

within Your Team, Company, or Organization



Idea Magnets – Seven Strategies for Cultivating & Attracting Creative Leaders

The seven strategies Idea Magnets use that you can adopt to energize creativity in yourself and your team.

Disruptive Thinking - Unexpected Connections & Polar Opposites to Energize Creativity

Idea Magnets employ unusual paths and surprising leaps to foster amazing innovative success. Learn how it's done!



Positively Charged - Conducting Big Breakthroughs from Small Ideas

A bold vision is vital for energizing extreme creativity. Discover the secrets to continual breakthrough thinking.

Idea Magnetism – Charging Your Organization for Success

Not everyone imagines him or herself an Idea Magnet. Uncover creative leaders' tips to grow innovative capabilities.



Generate - Making Tried & True, Improved & New Ideas Flow

Combine challenging assignments, surprising twists, and shocking permissions to turn run-of-the-mill thinking into high-impact ideas.

Contact us to bring Idea Magnets to your organization!

brainzooming.com/ideamagnets



4. Make Unexpected Connections

Put together parts & pieces in imaginative ways

What would it look like and what new things could we do, if we completely flipped our typical creative process?

What's stopping us from asking for favors and help from people that we have no business trying to talk to?

What are new ways to expand our global connections without leaving our offices?

How can we create a place for smart, opinionated, snarky customers to share more of their knowledge with us about what they love (even if it's NOT about our brand)?

How can we regularly share examples throughout our organization of other businesses dealing with comparable issues to the ones we face?

For the important challenges we struggle to solve, how can we tell stories about them to reach others who CAN solve them?

How can I grow the number of other Idea Magnets I interact with weekly to energize all my new ideas?

5. Encourage People & Ideas

Energize the people that will have *all* the ideas

In what ways can we accelerate how young Idea Magnets will dramatically change our brand and industry in the next decade?

How can we deliberately create tons more white space for our Idea Magnets to experiment, try stuff, learn, change, and innovate more?

What new ways can we use to make it easier for our team to share ideas and disrupt our thinking?

How can we test our latest, greatest ideas with a radically small group to get enough confidence to quickly move forward?

When can we schedule time this month to brainstorm 10x longer at one stretch than we ever have before?

If we provided three weeks of free time to Idea Magnets in our organization, how could they best use the time?

If we needed to triple the number of new ideas we generate daily, what would we do differently to expand our creative output?



6. Implement for Impact

Pursue *doing* things as creatively as you pursue *thinking* about things

If our audiences don't have a 100% success rate with what we produce, what innovation will let them enjoy complete success every time?

How would fewer choices and decisions make things easier and better for our audience?

What can we do to break small problems into even tinier, solvable parts so we can get more done?

How could we better use our speed, expertise, and strategic thinking to disrupt our tired industry?



How can we simplify a complicated process into a one-step process?

If what we do requires training, what can we change to eliminate all needed training and let people start immediately?

How can we do it all: create a more attractive product with a cooler set of options that delivers greater flexibility and higher performance?

IF YOUR ORGANIZATION IS
COMFORTABLE WITH ITS
CONVENTIONAL APPROACH,
**DISRUPTING
THINKING**
WILL SOON CHANGE THAT!

**Download this FREE eBook
filled with actionable tools
to change thinking & drive
successful innovation!**



info.brainzooming.com/DisruptingThinking

7. Recharge Creativity

Variety, tweaks, and new thinking to re-energize your creative leadership

How would just starting and seeing what happens feel more refreshing and creative than planning everything in advance?

How would it change my creative perspective if, as a TV show's creator is called a "showrunner," my title were *whatever I produce* + "runner"?

What is pre-planned in our creative process that would benefit from being spontaneous, and how can we make it happen?

How would an artist create a live art event starring our brand?

If we start with what's left over, unused, forgotten, and rejected, what new things can we do?

What is something that everyone's known for years has great potential, yet has never been delivered to customers to create new value, that we can start doing?

Where are we looking for young people who could contribute exciting new ideas for our organization?

ALL 49 QUESTIONS

Strategy 1

Generate Inspiration

If I find myself always working with the same people, what can I do daily to increase the diversity of people I interact with to stimulate new exchanges, conversations, and ideas?

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Charge Your Creative Leadership Skills

Idea Magnets available on Amazon now!



Start right away!

**Incorporate these
forty-nine extreme
creativity questions
into your work and
personal life to
cultivate, attract, and
energize creative
business leaders
everywhere!**

Idea Magnets



Doing All The Idea Magnet Things!

Looking for new ways to collaborate and develop creative ideas?

Want to order copies of Idea Magnets for you and your team?

Would you like to learn more about actionable tools and resources to grow your creative talents and those of your team?

Want to expand the learning through bringing an Idea Magnets keynote presentation or workshop to your company, organization, or conference?



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What is Brainzooming™

THE BRAINZOOMING GROUP

Since launching in 2009, Brainzooming has been consulting to clients across industries. We design and implement engaging, productive, and fun strategy processes; they lead to successful collaborative plans and results.

Clients most frequently ask Brainzooming to develop strategies for their important opportunities in:

- Organizational transformation
- Innovation
- Branding
- Leadership

We offer Brainzooming services and content through:

- Custom engagements in-person, online, and hybrid
- Blast! online collaborations delivering ideas and impact in thirty minutes
- Speaking and training programs, both in-person and online
- Digital books, magazines, courses, articles, and tools that translate the Brainzooming method into DIY resources

The Brainzooming Approach to Collaboration

The Brainzooming method and tools emerged from inside a Fortune 500 organization. The result? Our approach makes us the collaborative, results-focused type of partner that you want as a client.

From our first conversation with you, Brainzooming translates your objectives and aspirations into a collaborative process. We are tenacious in delivering your most important outcomes. Through inviting and supporting diverse participants, we'll empower them to positively shape your strategy, implementation, and results.

If you have been searching for a partner who prizes collaboration, diversity, flexibility, learning, results, and fun as much as you do, your search is over. You are ready for Brainzooming!

brainzooming.com

TURNING IDEAS INTO A

STRATEGY

to **Boost Results**

Looking for simple ways to generate ideas and great strategies that drive growth?

Let's work together to dramatically boost your brand and engage your audiences.

The Brainzooming Group can design, facilitate, and implement a streamlined, results-driven brand strategy for you. We'll maximize your time to focus on implementation and reaching new levels of innovative success.

Brainzooming.com
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