

# Brainstorming and Ideation Skills Training

**Course Duration: 08 Hours**

**Course Code: BIST**

## 1. Course Overview

Brainstorming and Ideation Skills Training is designed to enhance creative thinking, problem-solving, and innovation capabilities in individuals and teams. This course helps participants generate effective ideas, think outside the box, and contribute to business growth through structured and unstructured ideation techniques. It is ideal for professionals looking to improve decision-making and collaboration skills in dynamic work environments.

## 2. What You'll Learn

- Understanding the fundamentals of brainstorming and ideation
- Techniques to generate creative and innovative ideas
- How to overcome creative blocks and mental barriers
- Structured brainstorming methods (Mind Mapping, SCAMPER, etc.)
- Group brainstorming and collaboration strategies
- Evaluating and refining ideas for practical implementation
- Enhancing critical thinking and problem-solving skills
- Real-world application of ideation in business scenarios

## 3. Target Audience

- Working professionals across all industries
- Team leaders and managers
- Marketing and creative professionals
- Entrepreneurs and startup founders

- Students and fresh graduates
- Anyone looking to improve creativity and innovation skills

## 4. Pre-Requisites

- No prior technical knowledge required
- Basic communication and understanding skills
- Willingness to think creatively and participate in activities
- Open mindset for learning and collaboration

## 5. Course Content

### **Module 1: Introduction to Brainstorming & Ideation**

- Importance of creativity in the workplace
- Types of thinking: convergent vs divergent

### **Module 2: Brainstorming Techniques**

- Traditional brainstorming
- Mind mapping
- Brainwriting
- Reverse brainstorming

### **Module 3: Ideation Frameworks**

- SCAMPER technique
- Design thinking basics
- Six Thinking Hats method

### **Module 4: Overcoming Creative Barriers**

- Identifying mental blocks
- Techniques to boost creativity

- Building a creative environment

### **Module 5: Group Collaboration & Communication**

- Effective team brainstorming
- Active listening and idea sharing
- Managing conflicts in idea discussions

### **Module 6: Idea Evaluation & Implementation**

- Filtering and prioritizing ideas
- Converting ideas into actionable plans
- Case studies and practical exercises

