



8020  
Vision

Clarity  
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Seattle  
Portland  
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Orcas Island

888.344.8020

www.8020VISION.com

# Collaborative Brainstorming

*Accelerated group problem solving and action planning with built-in team building*

This workshop helps teams focus on developing powerful solutions to complex problems. The process is fast-paced, fun, and yields results the entire team will support.

## Common Applications for Collaborative Brainstorming

<b>Executive Teams</b>	<ul style="list-style-type: none"><li>• What 20% of your business yields 80% of your ROI?</li><li>• Hone your business strategy.</li><li>• Brainstorm acquisition strategy, targets, and process.</li><li>• Identify disruptive opportunities before your competitors do.</li></ul>
<b>Marketing Teams</b>	<ul style="list-style-type: none"><li>• What 20% of potential markets will yield 80% of the business?</li><li>• Market planning and strategy.</li><li>• Product roadmapping.</li><li>• Competitive SWOT analysis.</li></ul>
<b>Product Development</b>	<ul style="list-style-type: none"><li>• What 20% of the features fulfill 80% of the customer's needs?</li><li>• Feature roadmapping.</li><li>• Release planning.</li></ul>
<b>Engineering Teams</b>	<ul style="list-style-type: none"><li>• What 20% of the design is 80% of the work?</li><li>• Critical problem solving.</li><li>• Development sequence and SMART action planning.</li></ul>

## Workshop Process

Collaborative Brainstorming uses a three-phase process – preparation, brainstorming and action planning. During Brainstorming and Action Planning, we mix in a variety of fun teambuilding activities to help keep the team engaged and get the creative juices going.

<b>Workshop Preparation</b>	Get to know team leaders and define: <ul style="list-style-type: none"><li>• Agenda</li><li>• Objectives</li><li>• Deliverables</li><li>• Optimal facilitation methodology</li></ul>
<b>Day 1: Brainstorming</b>	Depending on the objectives, Day 1 will typically focus on: <ul style="list-style-type: none"><li>• Defining problems as forward-looking, positive outcomes to be achieved.</li><li>• Generating large volumes of high-potential ideas through powerful, divergent thinking excursions.</li><li>• Selecting ideas most likely to yield the defined outcome, using a simple but effective Return on Investment selection process</li></ul>
<b>Day 2: Action Planning</b>	Establish individualized commitments and action plans. <ul style="list-style-type: none"><li>• Assess selected ideas to determine core values as well as critical implementation challenges.</li><li>• Establish SMART Action agreements by inviting participants to sign up for key components of the plan.</li></ul>



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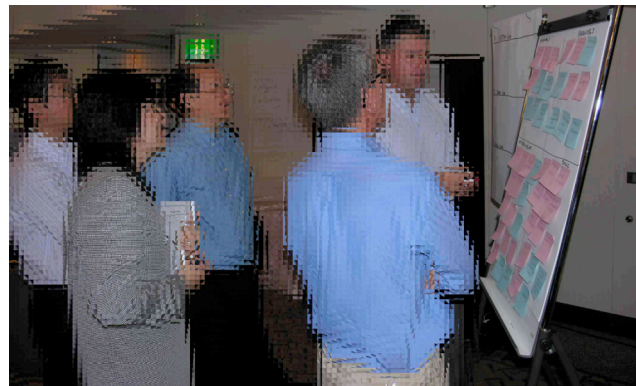
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## Who should attend?

It depends on the specific objectives of the team. The greater the diversity of the team, the stronger the solutions produced by the team in the process, and the greater the teams collective commitment as action plans are implemented by the team.

Usually there is a mix of executives, thought-leaders, subject matter experts, consultants, corporate evangelists, managers, and so forth.



## Location

Though we deliver our workshops anywhere in the world, we encourage you to consider doing this work away from the office – in “retreat” – cell phones and laptops off.

Our favorite place to do this work is at Rosario Resort and Spa on beautiful Orcas Island, in the Pacific Northwest. In addition to excellent meeting facilities and services, we have worked with them to develop menus that include “brain foods” that help keep the team alert and creative during the day. The resort is central to a variety of outdoor activities including sea kayaking, hiking, swimming, whale watching and much more.

Their website is: [www.RosarioResort.com](http://www.RosarioResort.com). For reservation information contact Marcy Lamont, Director of Sales, at 1.877.562.8821

## Workshop Cost

Every workshop we do is tailored to meet the specific objectives of the team. The cost for teams up to 20 people is \$4,800. This includes 8 hours of pre-planning, and two days of Collaborative Brainstorming. Call us to discuss your specific objectives and requirements.

## Next Steps

For more information about Collaborative Brainstorming or any other 8020 Vision programs or services, please visit our website at [www.8020vision.com](http://www.8020vision.com) or contact us toll free at 1.888.344.8020.

## About us

We are experienced executives, facilitators, coaches, improv artists, and game innovators with a rich background in helping companies, teams, and individuals focus on the essentials.

## Our Philosophy

- You and your team have the knowledge to solve most of the challenges you face.
- Day-to-day tactical pressures often prevent focusing on high-level issues that are the true drivers of success. It is essential to break away from the grind, turn the cell phones and laptops off and let the wisdom that is in you and your team rise to the top.
- High performance teams that play together work better together. Our process is fun and the outcomes effective.
- Collaboration that truly involves everyone - both the introspective and the vocal - yields better solutions and they are more universally embraced by the team.