Leading a Cultural Jam Session

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Today's Session

Brief Overview of
Brainstorming with
Da Vinci Approach

+

How to Generate Ideas to
Take Your Culture to the
Next Level

Brainstorming with Da Vinci

Ready, Set, Ideas!

Lead high-energy brainstorming sessions
that generate impactful ideas.

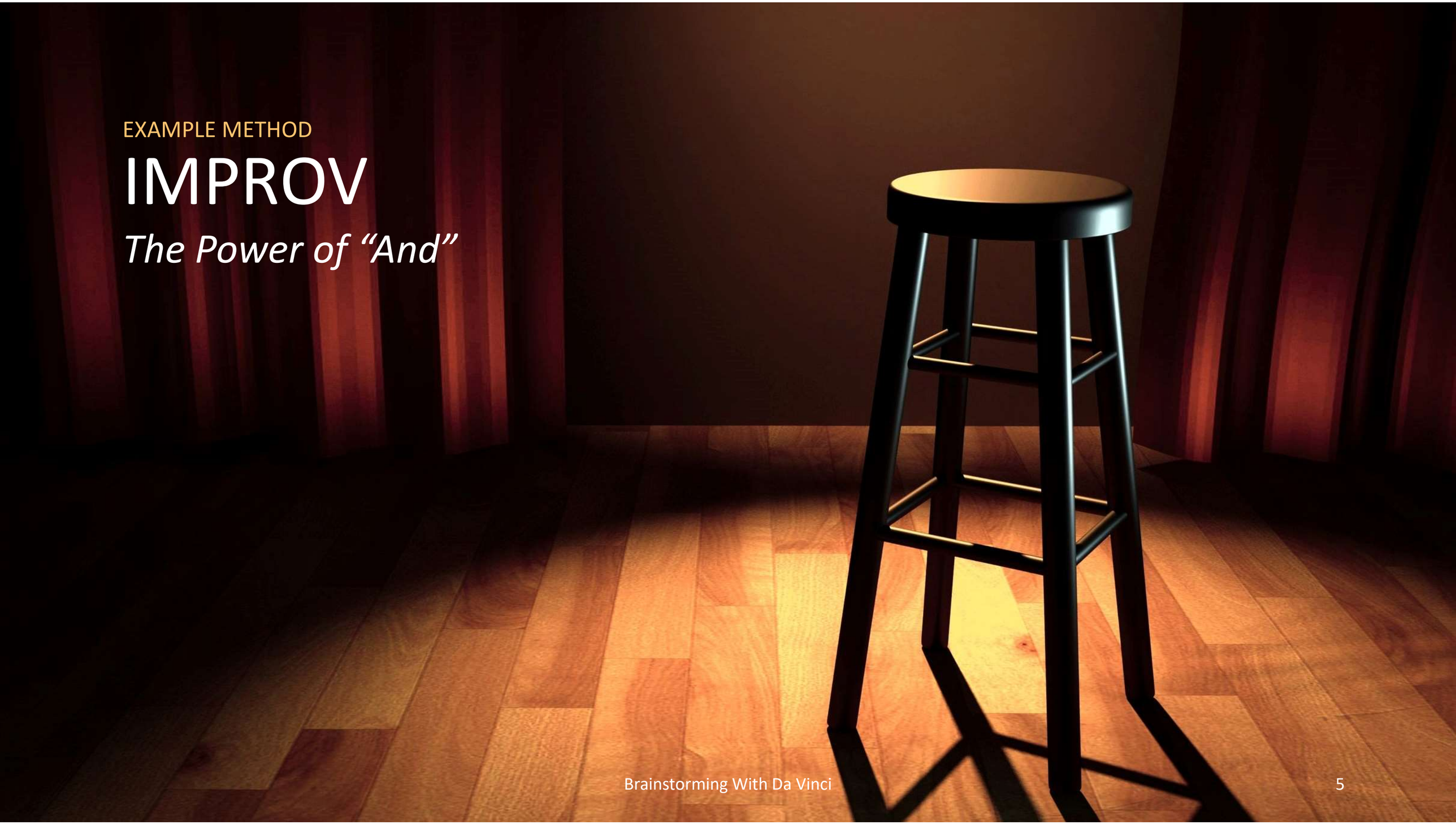
Best Practices with a Celebrity Twist

Fun approach to learn and easy to remember!

EXAMPLE METHOD

IMPROV

The Power of “And”



“Good Improv is like alchemy that is very dependent on the other [participants] and active listening and taking chances and risks.”

USING THE POWER OF AND

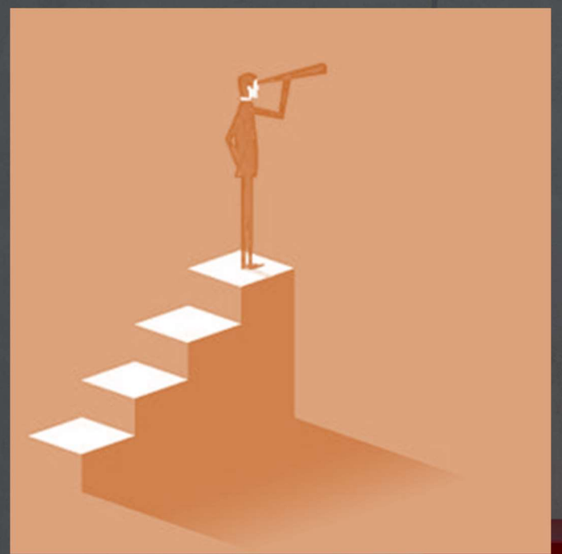
- “Yes, and” Builds Ideas
- Avoid “But” or “However”
- Have Teams Self-Police

Next Level Culture

Generate ideas to take your culture to a new level.

Next Level Culture

Brainstorming Opportunities



NEW CULTURE

ONBOARDING

COMPANY EVENT

EVERYDAY

5 Phases in Leading a Brainstorming Session

Brainstorming with Da Vinci

Prepare

Set up your session for success.

THE METHOD

NORTH STAR

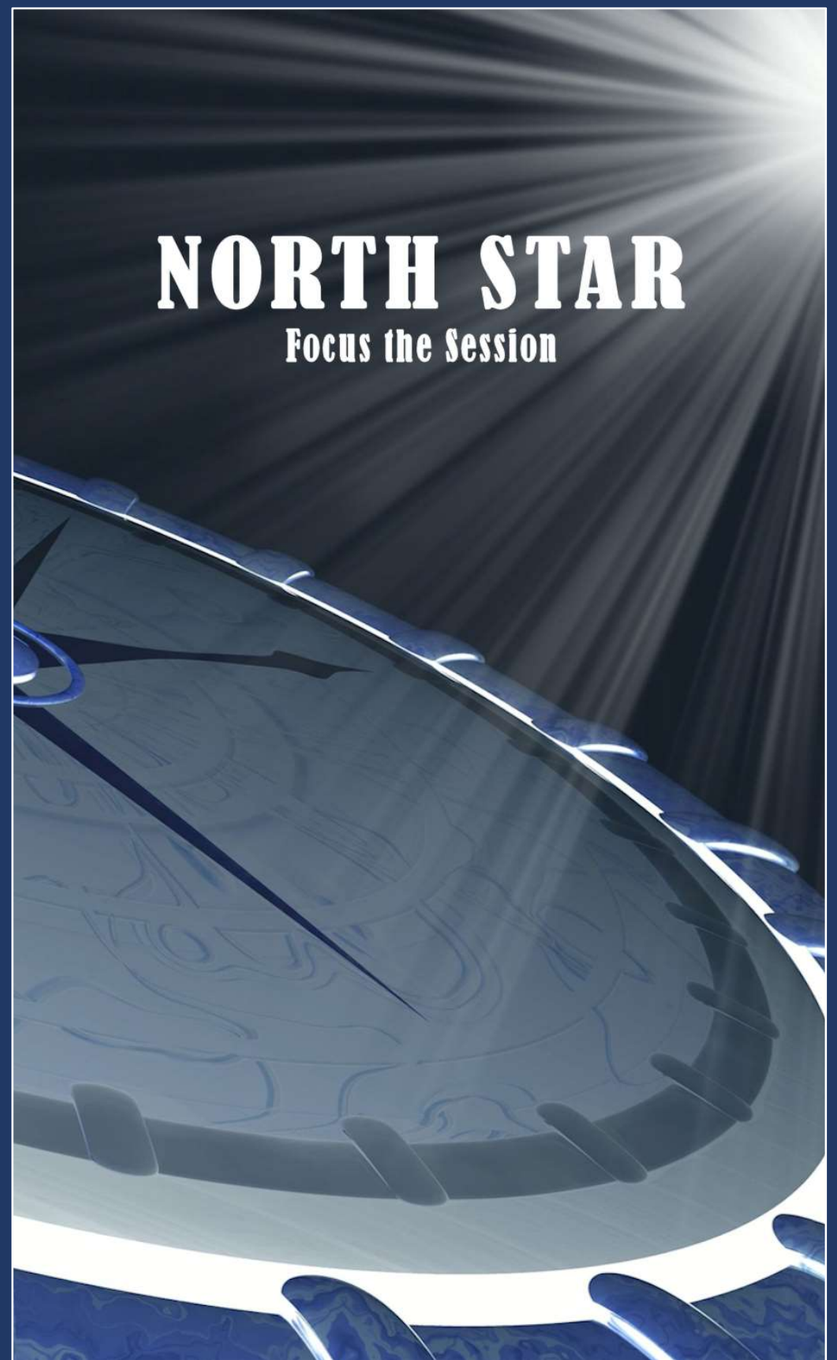
Focus the Session

SESSION NORTH STAR

FOCUS BRAINSTORMING

The goal is to provide focus and a lens to evaluate ideas.

- ***Be Specific:*** focus the team on what they are trying to achieve.
- ***Make It Measurable:*** Moves from how to how much.
- ***Get Buy-In:*** Get buy-in of the North Star from management.



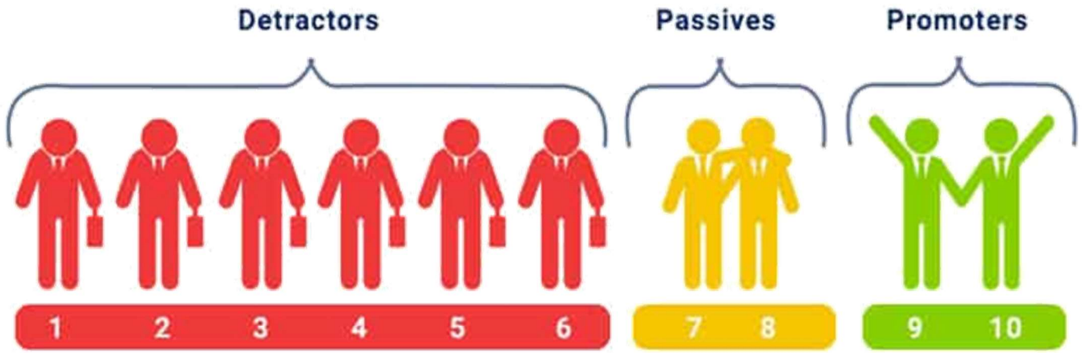
Brainstorming With Da Vinci

Employee eNPS

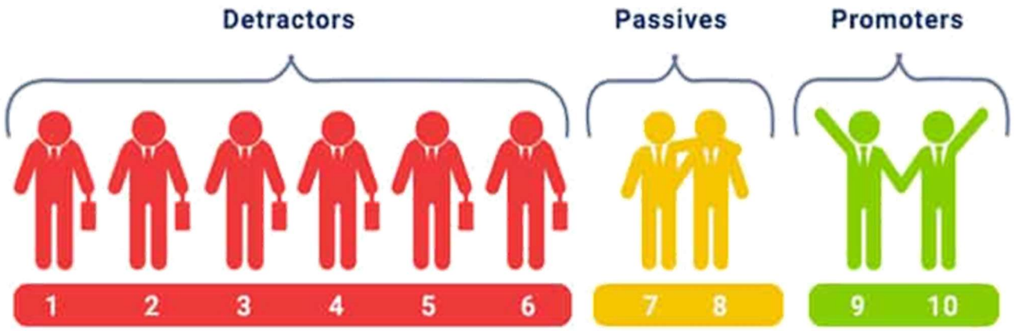
Employee NPS is a metric that helps you know
how employees feel about your organization
and whether they would recommend it as a good place to work.

The eNPS formula has a
tight relationship with employee engagement.

Engaged employees are more productive,
more creative, and likelier to remain in the company.



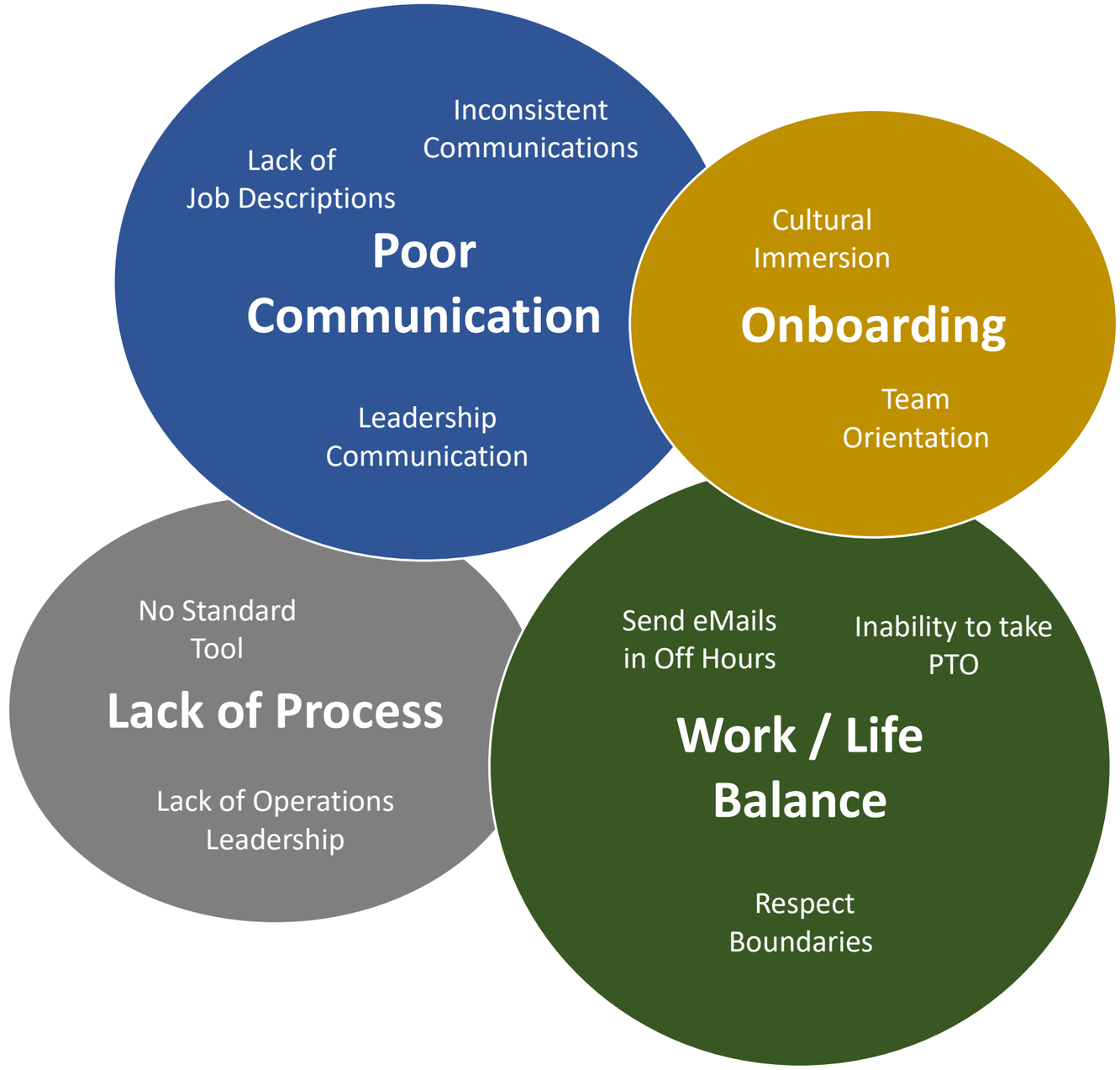
Defining an eNPS North Star



Survey Results	23	66	11
North Star			30

The North Star was to develop a strategy and action plan to increase the promoters to 30 in six months.

Findings from eNPS to use in Brainstorming



THE METHOD

MINDSET CHOREOGRAPHY

Thought Diversity Equates to Deeper Ideas

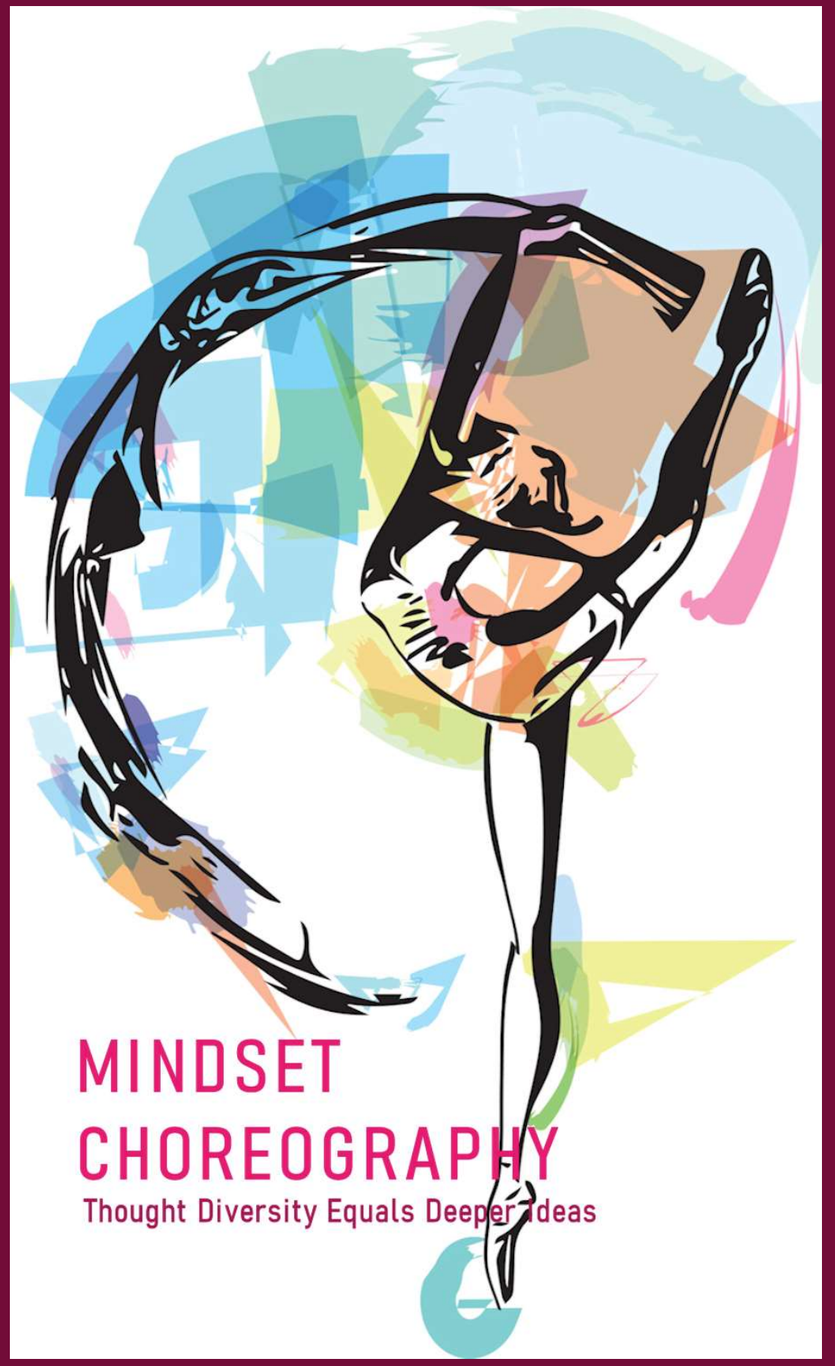
SESSION PARTICIPANTS

DIVERSIFY PARTICIPANTS

The goal is to increase the depth and breadth of ideas.

- Different Employee Levels
- Different Experience Levels
- Different Departments

Brainstorming With Da Vinci



INSPIRE

Inspire your team to think different.

THE METHOD

THE MUSE

Inspirational Empathy

EMPATHETIC PERSPECTIVE

EMPLOYEE PERSONAS

The goal of a persona is to provide an empathetic perspective.

- ***Focus on the Desire:*** The Why behind a person's motivations.
- ***Make It Memorable:*** A catchy name keeps creates memorability.
- ***Multiple Personas:*** There may be a need for more than one.

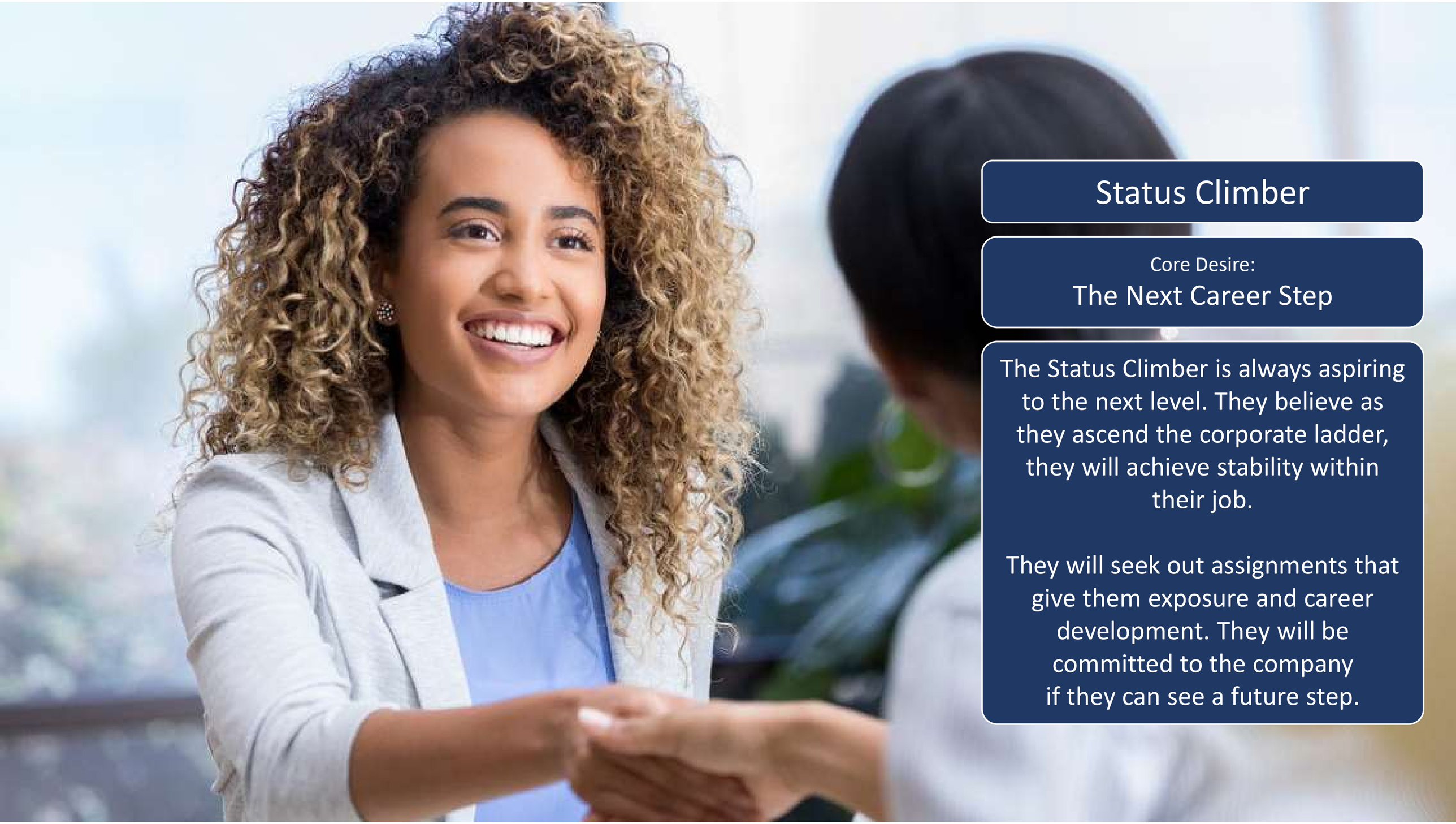
Persona Examples

Coaster

Core Desire:
Fund My Life

The Coaster is focused on their paycheck. They view their job as a means to an end - something that funds their livelihood.

This doesn’t mean the Coaster has a bad attitude; however, they will probably lack initiative to do any more than they have to for their job.



Status Climber

Core Desire:

The Next Career Step

The Status Climber is always aspiring to the next level. They believe as they ascend the corporate ladder, they will achieve stability within their job.

They will seek out assignments that give them exposure and career development. They will be committed to the company if they can see a future step.

Inspiration Seeker

Core Desire:

My Next Inspiration

Inspiration Seekers not only enjoys what they do, their work is a way to express themselves.

They know which part of their job they love and are motivated as long as they are given assignments in which they can pursue their “true calling”, so to speak.

Incorporating Personas into eNPS

GENERATE

Inspire your team to generate many ideas.

THE METHOD

OBVIOUS SPRINGBOARD

Escaping the Obvious

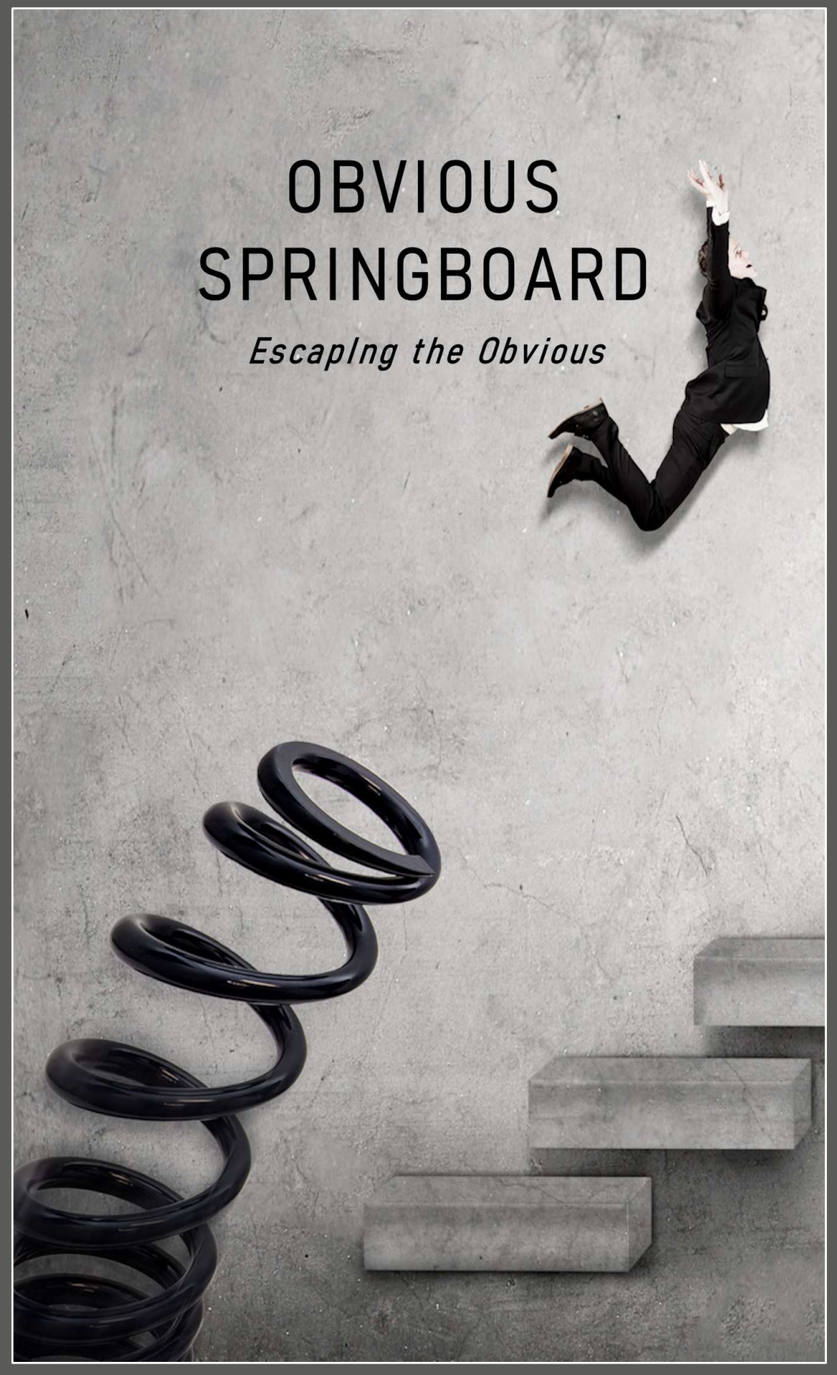
INSPIRE CREATIVITY

REMOVE THE OBVIOUS

The goal is to remove obvious solutions that have been done.

- ***List Obvious:*** Begin session having team define the obvious.
- ***Obvious Audit:*** Do an “Obvious Audit” ahead of time.
- ***Off Limits:*** When brainstorming, obvious topics are off limits.

Brainstorming With Da Vinci



Management Communication

Obvious Springboard Method

THE METHOD

IDEA WATERFALL

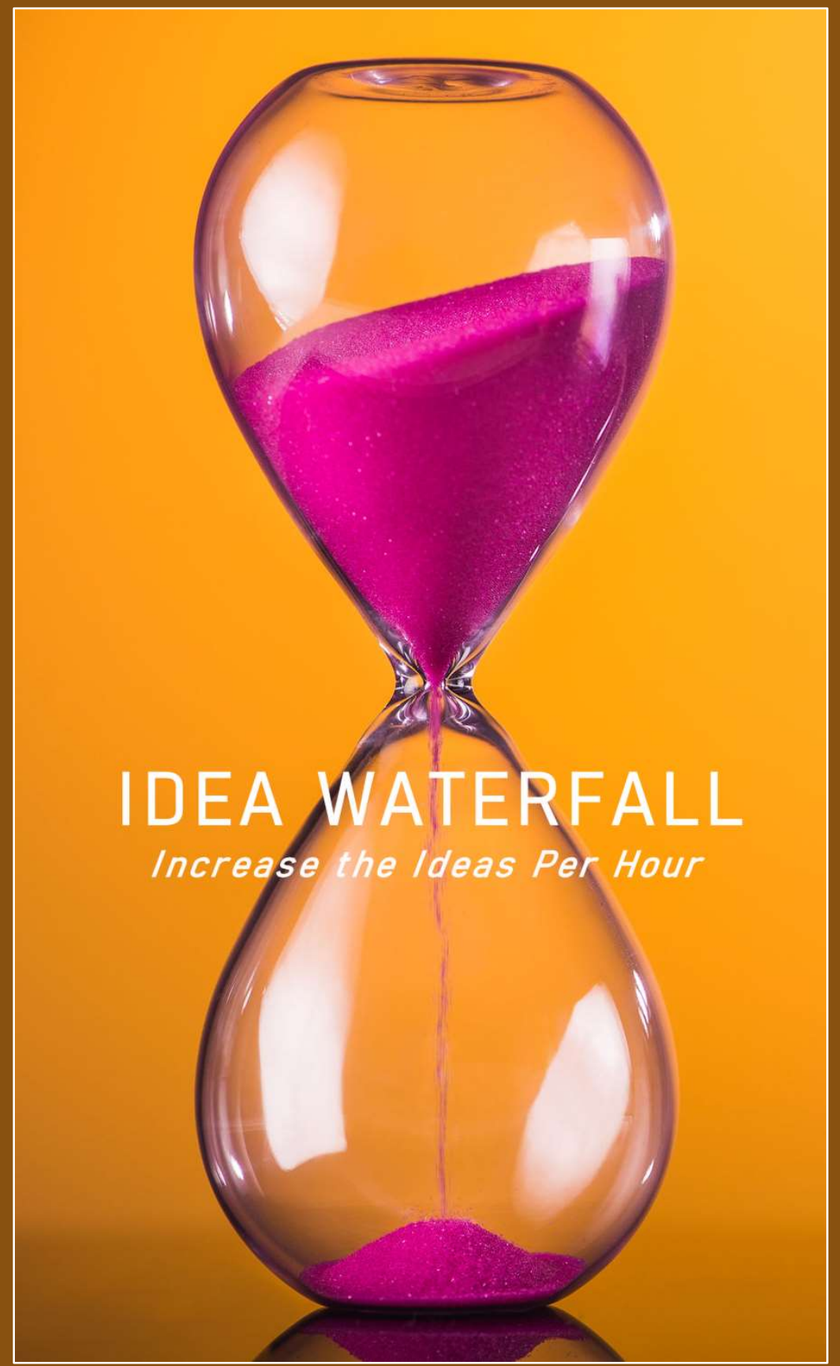
Increase the Ideas Per Hour

GENERATE MANY IDEAS

IDEA SPEED ROUND

The goal is to generate as many ideas as possible.

- ***Keep Moving:*** A few minutes on each idea and then move on.
- ***Keep It Positive:*** Use “and” and avoid “but”.
- ***Persona Focus:*** Focus on motivations that will make an impact.



Brainstorming With Da Vinci

THE METHOD

POWER PAUSE

Take a Collaborative Pause

ENGAGE THE TEAM

WHAT'S YOUR IDEA?

The goal is to engage team members early in the session.

- ***Play It Early:*** Use early in the session.
- ***One Idea:*** Have everyone write down an idea not mentioned.
- ***Discuss Each Idea:*** Discuss idea before moving to the next one.

Brainstorming With Da Vinci

Poor Communication

Power Pause

Take a few minutes
and write down an idea on
how to improve management
communication.

THE METHOD

FUSION

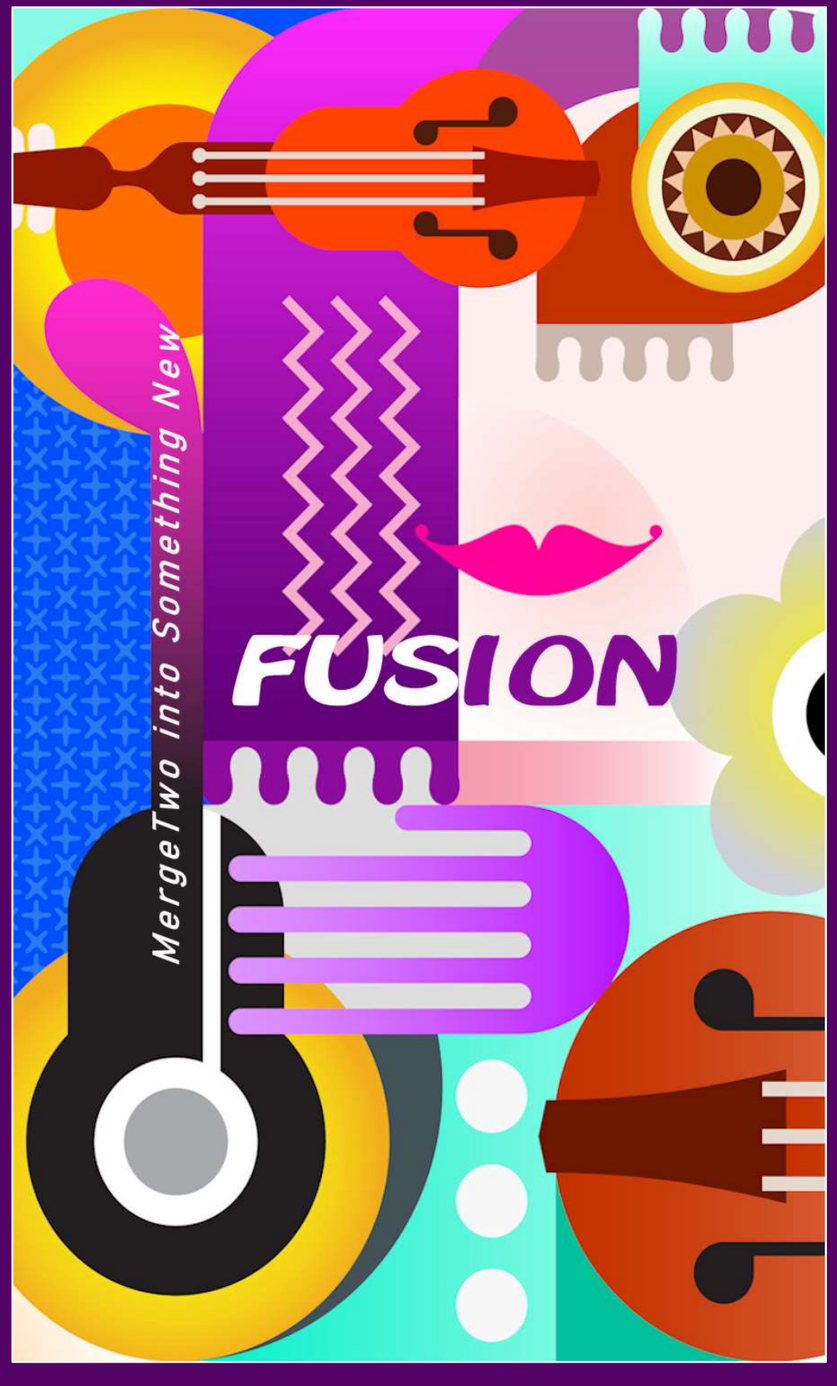
Merge Two into Something New

ENGAGE THE TEAM

INNOVATION FUSION

The goal is to apply innovative ideas from other companies.

- ***Innovation Audit:*** For this method it is a good practice to identify ideas or methods from other industries prior to the session.



Brainstorming With Da Vinci

Work / Life Balance

Thought Provoking Ideas

Four Day Workweek

Microsoft/Buffer

Shutting Down the Company for a Week

HootSuite

30-Day Pushup Challenge

Groove

IDEA BUILD OUT

Make Ideas Actionable

Brainst

THE METHOD

IDEA BUILD OUT

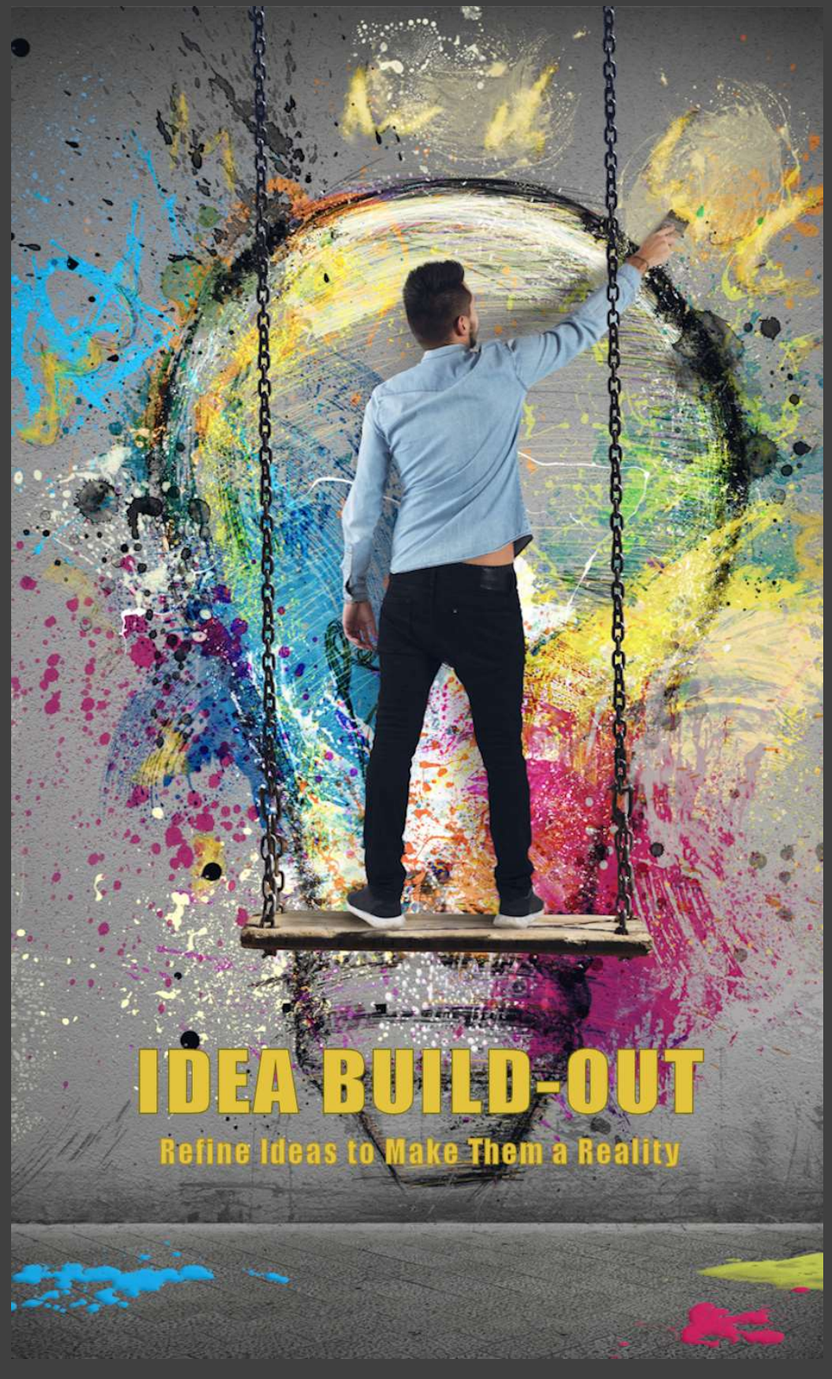
Refine Idea to Make Them a Reality

MAKE IDEAS DEEPER

CHOOSE AND REFINE

The goal is to choose the best ideas and refine them.

- ***Pick Top Ideas:*** Identify the top ideas (usually four to six)
- ***Build Out:*** Spend time to build out the ideas (20 to 30 minutes)



Brainstorming With Da Vinci

THE METHOD

LAYER THE EXPERIENCE

Deepen the Value Proposition

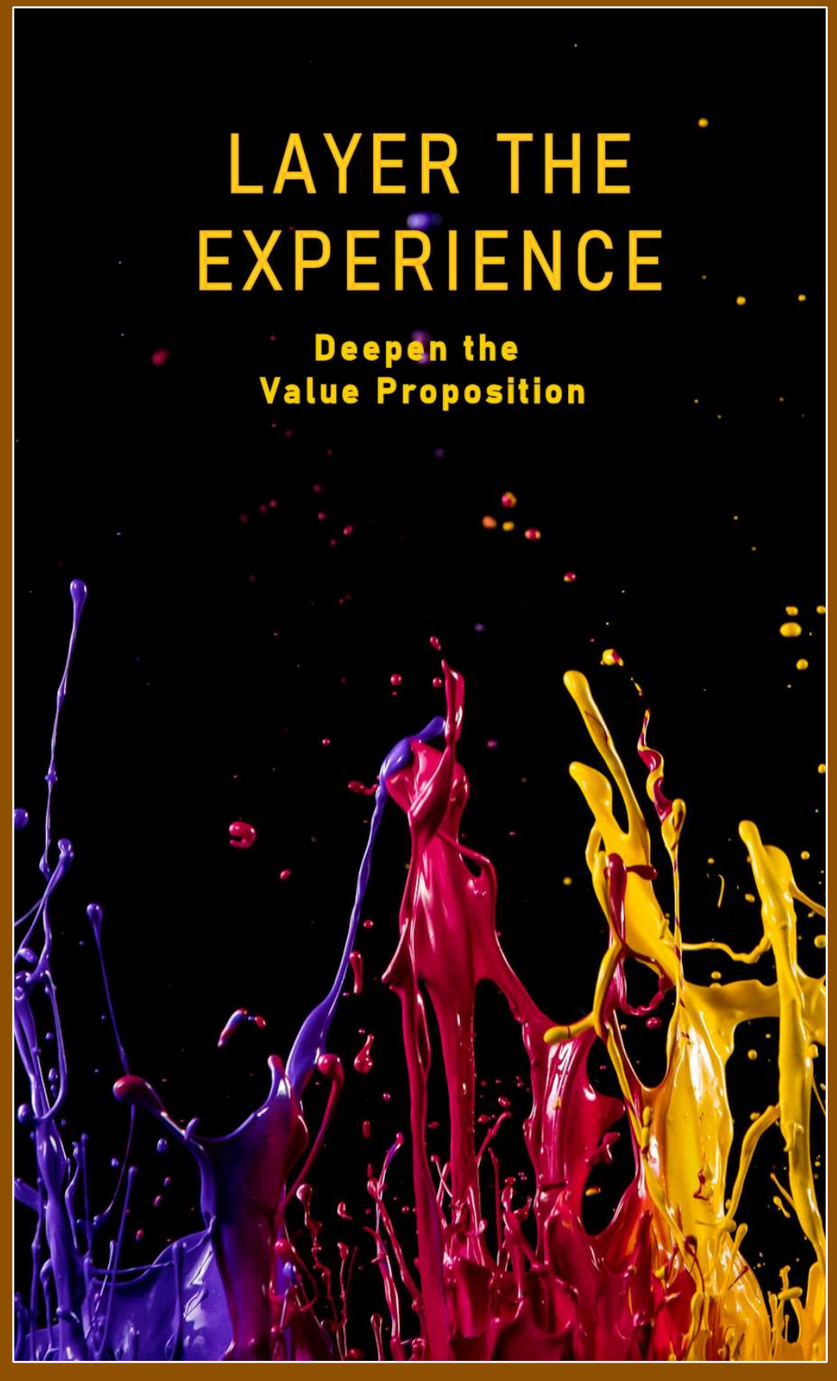
SIX VALUE PROPS

LAYER THE IDEA

Layer the experience by using six core value props.

- ***Core Six:***
  Entertainment, Knowledge, Money, Award, Social, and Simplify
- ***Layer Questions:*** Think of questions for each value prop.

Brainstorming With Da Vinci



Cultural Onboarding

Making the Employee Onboarding Experience More Engaging

Entertainment	Is there an engaging experience that expresses our culture?
Entertainment	Is there a way to gamify the onboarding process?
Knowledge	How do we communicate the “why” behind our cultural values?
Social	Is there a current cultural initiative to engage new employees?
Award	Is there an onboarding gift that is both useful and culturally relevant?

THE METHOD

SME SESSIONS

Get an Expert Perspective

IDEA STRESS TEST

MAKE YOUR IDEA A REALITY

The goal is to make the idea better and determine the viability.

- ***Logistics***: Determine resourcing, timing and financial constraints.
- ***Benefits & Challenges:*** List the ideas benefits and challenges.
- ***Make It a Reality:*** Keep building the idea removing obstacles.

Brainstorming With Da Vinci

Prioritize

Create an Idea Roadmap

THE METHOD

STEP, JUMP, LEAP

Create an Idea Roadmap

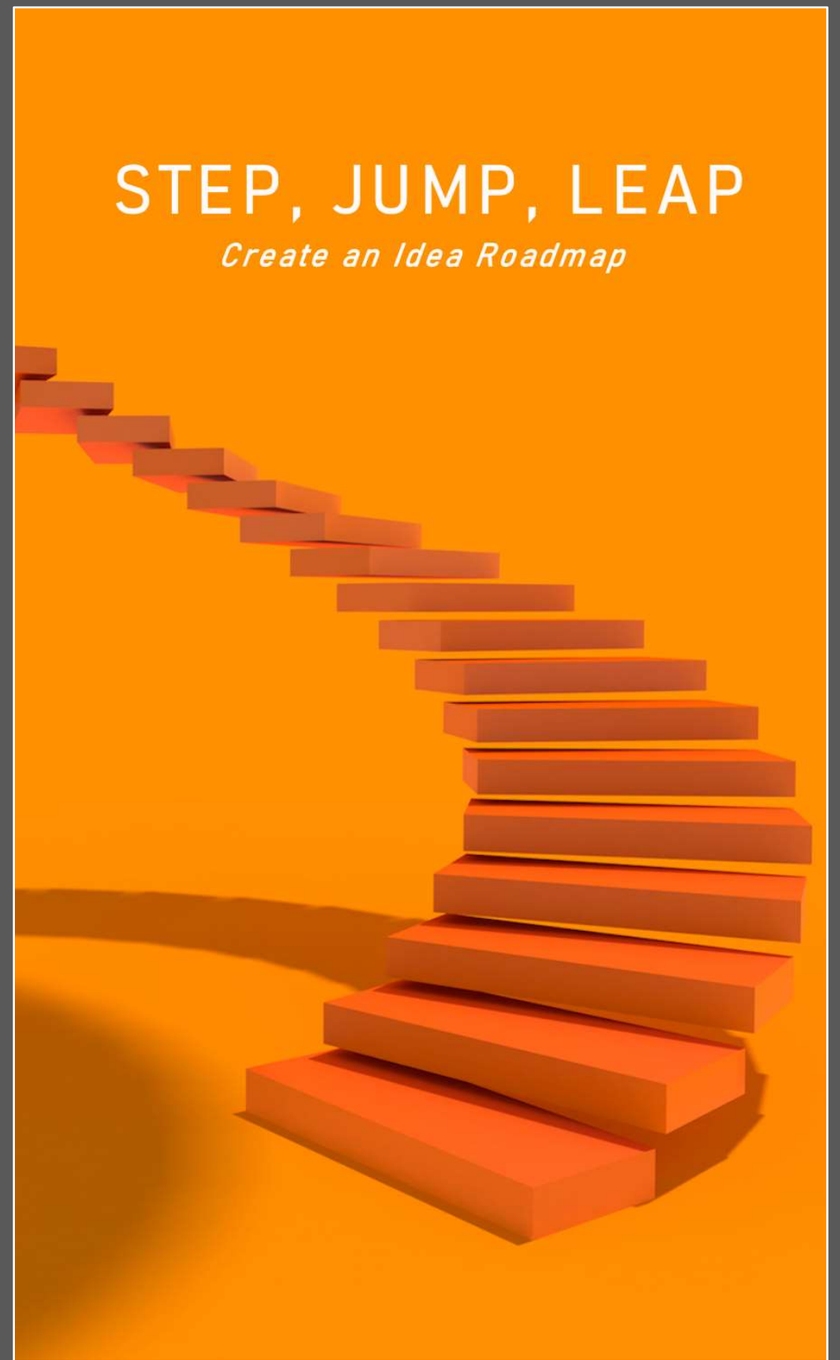
PRIORITIZE IDEAS

CREATE AN IDEA ROADMAP

The goal of this method is to create an idea roadmap.

- ***Step***: Idea can be implemented with existing resources.
- ***Jump***: Requires additional budget or personnel.
- ***Leap***: Requires and investment in infrastructure.

Brainstorming With Da Vinci



In Summary: Remember the 5 Phases

Brainstorming with Da Vinci

How Can We Help You Jam?

Leading Cultural Jam Sessions

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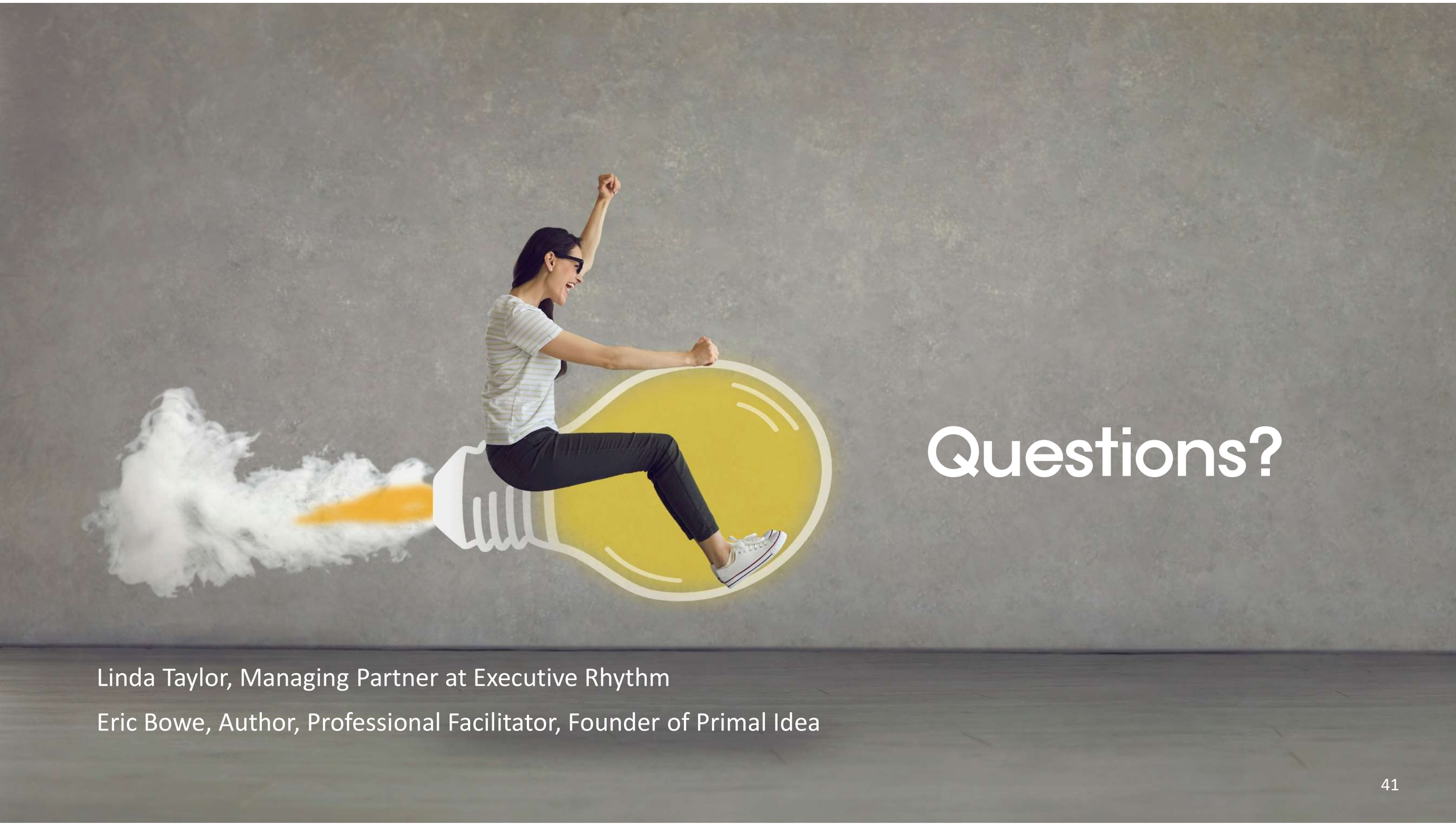
On-Going Engagement

•

Brainstorming with Da Vinci Training



Questions?

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