



Stanford eCorner

Clear Your Mind by Brainstorming

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Video URL: <http://ecorner.stanford.edu/videos/5064/Clear-Your-Mind-by-Brainstorming>

Bestselling author Adam Grant describes a simple exercise that helped managers get out of an overly critical mindset and into a more creative headspace: Before evaluating a work-related idea, brainstorm for five minutes about something in a completely different domain. The exercise primes managers to be more open-minded and receptive to new ideas, according to Grant, a professor of management at The Wharton School.



Transcript

- Justin wanted to go into it further, and he said, "I wanna teach managers, "to be less bad at this." So, he found a five minute exercise that helped a lot. All he did was, before managers judged other peoples' ideas, he made them spend five minutes brainstorming about their own ideas. And that was enough to make them just as good as peers, at judging new ideas, because they were now out of an evaluative mindset, and in a creative mindset. They were much more open and, I think this should be a rule, right? Never judge other people's ideas unless you've been in brainstorming mode first. Cause it, it keeps you really receptive to weird possibilities. And, I would go a step further though, and say you gotta be careful when you do that, because, if you brainstorm about the same domain that you're about to judge? You're just gonna fall in love with your own ideas. So the best case scenario is you brainstorm about something totally unrelated for a few minutes, and then you come to look this new set of ideas.