Stanford eCorner

Frame-storm Before You Brainstorm

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What can MadLibs teach you about brainstorming? Emily Ma, from Alphabet's X, joins host Tina Seelig to discuss how simple word choices in brainstorming profoundly influences what ideas are generated. They discuss what questions you can ask to squeeze out more diverse ideas, and how do you keep your team from falling back into incremental solutions. Emily also shares her strategy for color-coded voting at the end of a brainstorm that helps teams move from exploration to exploitation. This is the second of three episodes with Emily on brainstorming.

Transcript