

URL: <https://ecorner.stanford.edu/podcasts/breakthrough-ideas-require-advance-planning/>

What are the essential ingredients for a brainstorm? Before the Post-its go up and ideas start flying, the best facilitators engage in a healthy dose of planning. Emily Ma, from Alphabet's X, and former IDEO designer, joins Tina to discuss how to energize teams to generate their best ideas. Plus: should you bring that funky paperweight from your desk, your fuzzy dice, and origami crane? Yes! All this on the first of three episodes with Emily Ma on brainstorming.



## Transcript

English subtitles are not available for this media..