

IdeaStorm™

In a creative groove or stumped for ideas? IdeaStorm is a dynamic brainstorming tool that helps spur innovation and generate unique, cutting-edge ideas by assuming the mindset and approach of different Original Thinker styles.

1. Start by completing the short Original Thinker quiz to identify your thinking style: **CareersatKC.com**.
2. Review the Style, Mindset and Approach of each Original Thinker style.
3. Use the IdeaStorm Playing Cards to randomly assign an Original Thinker style to an entire group, or a different Original Thinker style to individuals in a group.
4. Brainstorm as the assigned Original Thinker style. Reassign the Original Thinker style(s) and repeat as many times as needed to generate more diversity of ideas.

ORIGINAL THINKER STYLE	MINDSET	APPROACH
 THE Dreamer	Do the Impossible	<ul style="list-style-type: none"> • Ignore boundaries and think big. • Focus on the future and be positive. • Bring play and fun. • Draw inspiration from everything and anything.
 THE ANALYZER	Solve the Puzzle	<ul style="list-style-type: none"> • Focus on facts, numbers, proven data and details. • Try to connect as many dots as possible. • Ask a lot of How and Why questions. • Be critical, picky and logical.
 THE DISRUPTER	Throw out Convention	<ul style="list-style-type: none"> • Challenge the status quo and accept nothing at face value. • Challenge routine and assumptions to turn things upside down. • Break things down. • Replace the old with something new.
 THE Muse	Inspire from Within	<ul style="list-style-type: none"> • Be relentlessly imaginative. • Focus on holistic solutions. • Consider your feelings and the feelings of others. • Leverage the strengths of everyone involved & of all ideas on the table.
 THE ADAPTOR	Make it Work	<ul style="list-style-type: none"> • Re-arrange facts and circumstances. • Focus on what is working and make it better. • What is being done elsewhere that would work here? • What could you adjust or tweak to make a big difference?
 THE NONCONFORMIST	Break the Rules	<ul style="list-style-type: none"> • Think out of the box. • Think quickly, generate as many ideas as possible. • Be risky, surprise people with the unexpected. • Poke holes in current structure or ideas and have no boundaries.
 THE MAKER	Find the Hack	<ul style="list-style-type: none"> • Consider a variety of angles and iterations. • Tinker, try new things and consider all resources. • Think about small and big changes. • Encourage failure.
 THE INVENTOR	Discover the Breakthrough	<ul style="list-style-type: none"> • Think conceptually and ideate big, bold ideas. • Try to prove something that seems impossible. • Ignore current structure and paradigms. • Focus on the vision and what would catapult you to it.

Curious about your Original Thinker style? Complete the Original Thinker quiz as a team icebreaker at: **CareersatKC.com**

Original Thinker Styles



THE *Dreamer*

Head in the clouds? Sure – that’s where the brainstorming happens. Not only are you drawn to the brightest ideas, but your belief that anything is possible helps you accomplish what others consider impossible.

You shine in those “Aha” moments of brilliance that spur ideation and creativity.

#NoHotHeads



THE *DISRUPTER*

Not one to shy away from debate, you are hard-wired to throw convention out the window and uproot any and all assumptions. The disruption leads to profound change that replaces the old with something new, better and more productive.

You shine pitching ideas for large-scale transformative projects that require radical thought and ideas.

#TheNormGotMeLike



THE *ANALYZER*

Big questions like “How?” and “Why?” capture your imagination. As you dive far and deep for the answers, you also immerse yourself in the details. Problem solving appeals to your logical side, but it’s the bursts of insight that fuel your passions.

You shine when solving a complex problem and bringing insights to life.

#RollingInTheDeep



THE *Muse*

Your warmth and natural empathy inspire those around you to do their best work. If you seem quiet, it’s only because you are considering so many creative options. You don’t feel the need to share every idea you come up with – just the brilliant ones.

You shine when you breathe magic into creative blocks and stagnant projects with inspiring creativity and unrelenting imagination.

#KeepingYouAmused



THE *NONCONFORMIST*

You are a true maverick. Always looking for a better way, you’re such an “outside the box” thinker that people wonder if you’ve ever even seen the box. That’s okay. Your exuberance for the unexpected always gives people something new to consider.

You shine when a superhero is needed to fix what’s broken or turn something big around.

#DontTellMeWhatToDo



THE *ADAPTOR*

You enjoy exploring every side of an issue and like a wicked great maestro you tease out the positive in each approach. Your resourcefulness and ability to easily adapt to the latest input often make you the one who finds answers to the most challenging questions.

You shine in situations when someone needs to make it work! You jump in and explore different perspectives to drive solutions.

#KeepingItLit



THE *MAKER*

You have an amazing ability to understand how things work and how to make them work better. You can come up with a hack for anything. Whether it’s eye-popping art or a DIY phone app...you’re just the one to create it.

You shine when something needs to go from good to great. Your ability to tinker and be resourceful is remarkable.

#TinkeringAround



THE *INVENTOR*

What’s the big idea? Usually, it’s one of yours...an obvious breakthrough that no one else saw coming. You may have to exercise patience while everyone else catches up and catches on. Great discoveries are worth waiting for.

You shine in high pressure situations when you are often in the line of fire. This brings out bold, unconventional ideas.

#NoGuideBookNeeded

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