● Patricia Stokes
● Jason Mcdonald
The Focus

Getting more ideas with more variety out of brainstorming sessions
The Anchor Effect
Constraints
Constraints
Play With Constraints
1. This Meets That

20 Second Challenge

The Curious Case of Benjamin Button

Inception

Dumbo

Black Panther
2. This With A Twist

Uncover Existing Rules and Alter Them
2. This With A Twist
3. Metaphor

- Choose object
- Identify attributes
- Ask what if...

- What if our instruction session was like a Gordon Ramsey Cooking Show?
- What if our event was structured like Comic-Con?
3. Metaphor

- Choose object
- Identify attributes
- Ask what if...

Something people toss to each other

Round

Flies in the air
3. Metaphor

- Choose object
- Identify attributes
- Ask what if

Anti-Heroes

Epic last stand

Western Outlaws
• Consider Constraints
• Play with Constraints
• Evaluate Ideas