# Idea Magnet Questions for Attracting Amazing Ideas



from

#### AUTHOR

Idea Magnets: 7 Strategies for Cultivating & Attracting Creative Business Leaders



## Idea Magnets inspire creative ideas and encourage powerful creativity in everyone.

Idea Magnets make life more exciting, fulfilling, and successful in everything they touch by applying surprising connections to deliver intriguingly powerful results. They do it all with amazing ease. Idea Magnets serve and lead with boldness and humility. They make BIG things happen while providing their teams abundant opportunities to grow and recharge their own creative imaginations.

#### Questions are one of an Idea Magnet's most powerful forces to attract incredible, innovative thinking.

Big questions prompt breakthrough thinking. These types of questions challenge conventional thinking, cause you to explore situations from new perspectives, and make unexpected connections easy to imagine. They generate the inspiration to keep supercharged ideas continually flowing.

To introduce you to their impact, we share seven questions for attracting amazing ideas tied to each of the seven Idea Magnets strategies.

- 1. Generate Inspiration
- 2. Embody Servant Leadership
- 3. Attract Opposites
- 4. Make Unexpected Connections
- 5. Encourage People and Ideas
- 6. Implement for Impact
- 7. Recharge Creative Energy

We hope 49 *Questions* becomes a go-to resource to encourage powerful creative thinking.

If you'd like to learn more about other creative thinking questions & tools, *Idea Magnets:* 7 Strategies for *Cultivating and Attracting Creative Business Leaders* features the full story, including ideas on places to look for new and bold questions to grow your repertoire.

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## "Where wicked smart questions become the new currency of creativity."

– Joe Batista, The Chief Creatologist



# Idea Magnets

7 Strategies for Cultivating & Attracting Creative Business Leaders - Mike Brown -

## Buy Your Copy Today! IdeaMagnets.com and Amazon

# Let's get started!

**Begin finding ways to** incorporate the forty-nine questions that follow into your work and personal lives to cultivate, attract, and energize creative **business leaders and AMAZING ideas** everywhere!

Idea Magnets

## **1. Generate Inspiration**

A variety of bold, scary, and hidden paths to new creativity



If I find myself always working with the same people, what can I do daily to increase the diversity of people I interact with to stimulate new exchanges, conversations, and ideas? What are the **boldest moves** we can imagine to challenge ourselves and grow as an amazing team?

How can we go shopping with our audience, no matter what shopping looks like, to develop breakthrough ideas?

If we wrote the introductory press release for our new project or process before we started, what **dramatic expectations** would the press release set? What hidden aspects of our brand experience hold **intriguing possibilities** for **amazing innovation**?

How many scary and risky things do I say "Yes" to in a year, and what's the creative benefit to me as an Idea Magnet?

What types of **creative leftovers** could I leave at the end of each day to energize a quick Idea Magnets start the next morning?

## 2. Embody Servant Leadership

Start by thinking about helping someone else first

How can we match young, experienced people and older, *inexperienced* people to reverse the typical learning environment?



What can we do better to translate what we know about our customers into pleasant surprises for them?

How can we better serve the part of the market that most needs our help to improve future possibilities?

How could doing what we do for a worthy cause make the biggest impact?

What would we change in our brand's customer experience if we designed it so customers didn't have to invest in the latest technology?

In what ways can we bring together people who wouldn't otherwise meet but would find value in doing so?

How can we create social good from every part of our organization? How can we better address a big problem we face by undoing the problem rather than by putting another fix on a previous fix?



Looking at internal processes, how can we break what we do into little pieces so we can create many more combinations than we can presently?

How can we reduce by 50 percent the list of everything we *think* is essential to simplify our path to success?

What could we recover if, instead of griping about something going wrong, we immediately ask, "How is this mistake really the best opportunity ever?" If our brand is trying to catch the #I player in our market, what can we do *differently* instead of copying the leader?

Who are the absolute best potential partners in the absolute worst performing areas of what we do?

How can we win an enemy over to our cause to fix the fatal flaws we have that it knows better than anyone?

## **3. Attract Opposites**

Try the completely unexpected for a change



## 4. Make Unexpected Connections

Put together parts & pieces in imaginative ways

What would it look like and what new things could we do, if we completely flipped our typical creative process?

What's stopping us from asking for favors and help from people that we have no business trying to talk to?

What are new ways to expand our global connections without leaving our offices?

How can we create a place for smart, opinionated, snarky customers to share more of their knowledge with us about what they love (even if it's NOT about our brand)?

How can we regularly share examples throughout our organization of other businesses dealing with comparable issues to the ones we face?

For the important challenges we struggle to solve, how can we tell stories about them to reach others who CAN solve them?

How can I grow the number of other Idea Magnets I interact with weekly to energize all my new ideas?

# IF YOUR ORGANIZATION IS COMFORTABLE WITH ITS CONVENTIONAL APPROACH, DISRUPTING THINKING WILL SOON CHANGE THAT!

Download this FREE eBook filled with actionable tools to change thinking & drive successful innovation!



info.brainzooming.com/DisruptingThinking

## 5. Encourage People & Ideas

Energize the people that will have all the ideas

In what ways can we accelerate how young Idea Magnets will dramatically change our brand and industry in the next decade?

How can we deliberately create tons more white space for our Idea Magnets to experiment, try stuff, learn, change, and innovate more?

What new ways can we use to make it easier for our team to share ideas and disrupt our thinking?

How can we test our latest, greatest ideas with a radically small group to get enough confidence to quickly move forward?

When can we schedule time this month to brainstorm 10x longer at one stretch than we ever have before?

If we provided three weeks of free time to Idea Magnets in our organization, how could they best use the time? If we needed to triple the number of new ideas we generate daily, what would we do differently to expand our creative output?



## 6. Implement for Impact

Pursue doing things as creatively as you pursue thinking about things

If our audiences don't have a 100% success rate with what we produce, what innovation will let them enjoy complete success every time?

How would fewer choices and decisions make things easier and better for our audience?

What can we do to break small problems into even tinier, solvable parts so we can get more done?

How could we better use our speed, expertise, and strategic thinking to disrupt our tired industry?



How can we simplify a complicated process into a one-step process?

If what we do requires training, what can we change to eliminate all needed training and let people start immediately?

How can we do it all: create a more attractive product with a cooler set of options that delivers greater flexibility and higher performance?

# Dynamic Keynotes & Workshops to Energize Idea Magnets

#### within Your Team, Company, or Organization



#### Idea Magnets – Seven Strategies for Cultivating & Attracting Creative Leaders

The seven strategies Idea Magnets use that you can adopt to energize creativity in yourself and your team.

#### Disruptive Thinking - Unexpected Connections & Polar Opposites to Energize Creativity

Idea Magnets employ unusual paths and surprising leaps to foster amazing innovative success. Learn how it's done!





#### Positively Charged - Conducting Big Breakthroughs from Small Ideas

A bold vision is vital for energizing extreme creativity. Discover the secrets to continual breakthrough thinking.

#### Idea Magnetism – Charging Your Organization for Success

Not everyone imagines him or herself an Idea Magnet. Uncover creative leaders' tips to grow innovative capabilities.





#### Generate - Making Tried & True, Improved & New Ideas Flow

Combine challenging assignments, surprising twists, and shocking permissions to turn run-of-the-mill thinking into high-impact ideas.

**Contact us to bring Idea Magnets to your organization!** 

#### brainzooming.com/ideamagnets

# 7. Recharge Creativity

Variety, tweaks, and new thinking to re-energize your creative leadership

## How would just starting and seeing what happens feel more refreshing and creative than planning everything in advance?

How would it change my creative perspective if, as a TV show's creator is called a "showrunner," my title were *whatever I produce* + "runner"?

What is pre-planned in our creative process that would benefit from being spontaneous, and how can we make it happen?

How would an artist create a live art event starring our brand?

If we start with what's left over, unused, forgotten, and rejected, what new things can we do?

What is something that everyone's known for years has great potential, yet has never been delivered to customers to create new value, that we can start doing?

Where are we looking for young people who could contribute exciting new ideas for our organization?

# ALL 49 QUESTIONS

#### Strategy 1 Generate Inspiration

If I find myself always working with the same people, what can I do daily to increase the diversity of people I interact with to stimulate new exchanges, conversations, and ideas?

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#### Charge Your Creative Leadership Skills

*Idea Magnets* available on Amazon now!

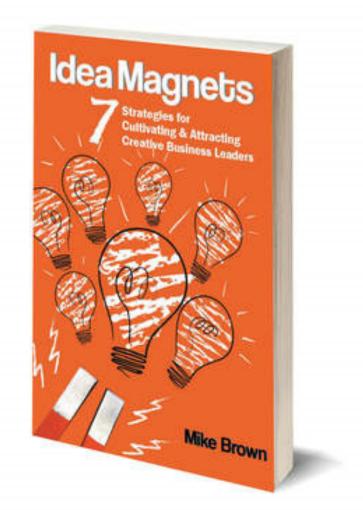


### A Special Excerpt from

# Idea Magnets

**7** Strategies for Cultivating & Attracting Creative Business Leaders

Who are the Idea Magnets, and what are the seven strategies they use to cultivate and attract creative business leaders?





# What is an Idea Magnet?

T hink about a time when you and your team, your organization, or even your family needed to generate incredibly creative ideas and turn them into reality. Were you able to effectively share an inspiring vision for what you needed to accomplish together? Could everyone find some way to contribute productively? Did the group imaginatively identify resources and innovative ideas to accomplish amazing opportunities?

And if all that happened, was it easy? Or was it a challenge? Was it one of those moments where everything seemed to magically click, but it's never happened again? Or did you collectively fall short in realizing the possibilities you had hoped to accomplish? If you ended up being disappointed, you are far from alone. In fact, it's well within the norm in today's workplaces, schools, and families.

But achieving tremendous creative success as an individual or as a group doesn't have to be rare or depend on some magical combination of things you can't ever recreate.

Idea Magnets, and those around them, experience these types of moments all the time. And there is no magic involved.

#### How can you spot the Idea Magnets?

Idea Magnets inspire creative ideas and encourage extreme creativity in those around them. Idea Magnets make life more exciting, fulfilling, and successful in everything they touch—from their work, to their personal lives to chance encounters—by applying surprising connections to deliver intriguingly powerful results. They do it all with amazing ease. Idea Magnets serve and lead with boldness and humility. They imagine bold visions and attract other Idea Magnets to help implement them. They make BIG things happen while providing their teams abundant opportunities to grow and recharge their own creative imaginations.

#### 11 Signs You're with an Idea Magnet

Based on my experiences, Idea Magnets:

- Absorb diverse, creativity-generating references and resources.
- Ask rich questions.
- Listen before they talk.
- Generalize opportunities and challenges as a way to find comparable situations to expand creative possibilities.
- Connect people, resources, and ideas in intriguing ways.
- Easily move between foreground and background in group settings.
- Embrace building on their own and others' ideas to grow their potential.
- Are encouraging when a creative idea (as well a fellow Idea Magnet) is new and needs support.
- Enthusiastically cheer for others to be successful creatively.
- Display boldness for stretching what is possible as well as envisioning the impossible.
- Make challenging decisions when an idea has outlived (or is about to outlive) its usefulness.

As you read these characteristics, do certain people come to mind? Maybe you even thought of yourself, a company or a group you have some experience with. (Idea Magnets can be individuals, groups, teams, departments, or organizations.)

While you may have also thought of some famous people, there's one thing you should know. Idea Magnets do not have to be big names you see in the press. Idea Magnets aren't limited to billionaire tech visionaries, the music industry and Hollywood geniuses, or the wunderkinds that put in a couple of years at consulting firms and then start their own companies with tons of venture capital.

Most Idea Magnets don't make headlines. They create amazing impacts beyond the world's spotlight. While the world might think what they are doing doesn't generate the interest that justifies attention, the world is, quite honestly, missing the point.

The creative leaders you'll read about in *Idea Magnets* are creating tremendous impacts the kinds of impacts we can all aspire to create for those around us.

Excerpted from Idea Magnets



## The Seven Strategies

There are seven strategies for cultivating your own magnetic field and attracting Idea Magnets. Let's look at each one briefly so you can start thinking through each strategy, where your strengths are, and how you and others are living these out in your personal and work lives.

#### **Generating Inspiration**

Idea Magnets generate interest and passion for the big objectives and dramatic visions they create within their organizations and in their lives. Unlike personal creative geniuses who may work on a more solitary basis, Idea Magnets want strong creative leaders surrounding them. The entire team's creativity leads to imagining the details that turn bold visions into realities. In sharing а big vision for an organization, what's important is that it boldly challenges and stretches the organization in dynamic, positive ways.

#### Embodying Servant Leadership

Idea Magnets are servant leaders. They participate in the challenging tasks they ask their teams to address. They also grow their team members into Idea Magnets themselves through strategic mentorship, fostering collaboration, leading with strategic patience, and exhibiting true transparency.

They surround themselves with smarter, more talented people, encouraging team members to also become adept at leading and challenging the status quo while serving others.

#### **Attracting Opposites**

Just as magnets attract the opposite poles of other magnets, Idea Magnets attract diverse individuals and their ideas. What makes Idea Magnets so They attractive? charge the workplace and life with excitement. They take the opposite approach to conventional ways of doing things. What others would consider as limitations, they see as opportunities. They maximize the potential of physical space, time, resources, tools, and interactions with new people, leading to creative ideas and action.

#### Making Unexpected Connections

Idea Magnets connect people and situations to energize creativity. They are great "and" thinkers—meaning they embrace and easily work with both sides of what others might see as conflicting perspectives. Idea Magnets are strong at:

- Generating and prioritizing ideas
- Thinking creatively and implementing ideas
- Exploiting tested ideas and unknown possibilities

Using creative formulas, Idea Magnets identify possibilities and combine them in new ways to create powerful new ideas.

#### **Encouraging People and Ideas**

Idea Magnets motivate team members in many ways. They routinely facilitate unique creative experiences that maximize new perspectives. They combine team members in unique combinations and invite new people into groups to freshen group dynamics. They celebrate successes and lessons learned from new ideas even when they fall short of their intended impacts.

#### **Implementing for Impact**

Idea Magnets imagine and attract many ideas. They embrace taking productive risks, making strategic decisions, and moving forward collaboratively. Most importantly, they foster these behaviors in their teams.

Those are the seven strategies for becoming an Idea Magnet and attracting other magnets to your team. You might be wondering if an Idea Magnet's creative business thinking is important if you don't work in a creative field or company. The answer is simple and loud: Yes! It's even more important in this instance to bring fresh ideas to how an organization delivers customer value.

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# Read more in Idea Magnets

When an initiative launches, Idea

Magnets focus on ensuring their teams

are prepared and supported so they

can best perform successfully. By

providing upfront direction on how

much freedom team members have to

implementation, they enable strong

**Recharging Creative Energy** 

Applying creative thinking to business issues is mentally stimulating. There's still the need, however, for Idea

Magnets to recharge creative energy

for themselves and their teams. Idea

Magnets understand what encourages

their creative passions and what will

prepare team members to maximize

their creative energies.

experiment

during

and

engagement and ownership.

explore

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Excerpted from Idea Magnets

## The Seven Strategies

# TURNING IDEAS INTO A STERATECTS to BOOST Results

Looking for simple ways to generate ideas and great strategies that drive growth? Let's work together to dramatically boost your brand and engage your audiences.

The Brainzooming Group can design, facilitate, and implement a streamlined, results-driven brand strategy for you. We'll maximize your time to focus on implementation and reaching new levels of innovative success.

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# Doing All The Idea Magnet Things!

Looking for new ways to collaborate and develop creative ideas?

Want to order copies of Idea Magnets for you and your team?

Would you like to learn more about actionable tools and resources to grow your creative talents and those of your team?

Want to expand the learning through bringing an Idea Magnets keynote presentation or workshop to your company, organization, or conference?

## Visit IdeaMagnets.com

and join in ALL the opportunities available for #IdeaMagnets!

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