

Why Brainstorming Matters

Good intentions and a strong desire can be stalled by a shortage of ideas. Coaches can primp the pump of creativity—and even drive motivation—by helping to generate ideas the coach can then react to.

The skill of brainstorming is also highly valuable beyond the coaching relationship.

How to Brainstorm Like a Coach

- > Focus on generating ideas, not on judging them: let practicality step aside for a bit of outrageousness.
- > Look to build on your coachee's ideas with the "yes/and" approach where you validate the coachee's idea and then make it bigger, better, and bolder.
- > Stay unattached to any one idea (the one you think is the best). Your coachee will know which idea to follow.
- > Leverage intuition as a guide. "Listen" for visual or physiological flashes or nudges.
- > Let the brainstorming continue past the initial flush of ideas. When there's a pause in the idea generation, ask, "What else?"
- > Take notes while your coachee is brainstorming so they can process aloud during the activity and have something to reference for action later.
- > Help the coachee think outside of the obvious by prompting throughout with questions like, "What if there were no limits?", "What if you had all the resources you needed?", or "What would the stretch be?"



Brainstorming can be fun!

Positivity and creativity reinforce each other. Consider the energy you bring to the space.

For further reading, reference:
Kimsey-House, Henry et. al. *Co-Active Coaching: Changing Business Transforming Lives*. Nicholas Brealey Publishing. 2011