



FREE Resources for
Workplace Learning Professionals

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ENERGIZERS

Brainstorming Warm-up

People do better at brainstorming when they have a warm-up activity. We always have a good time with this one.

With people arranged in either small groups or one large group, ask them to imagine that their company makes paperclips. A new “paper fusion” device is sweeping the market, and soon your company’s product will be obsolete...unless your group can come up with lots of other uses for it. Allow 1 ½ - 2 minutes for them to brainstorm as many new uses as they can. Remind them that with brainstorming there is no evaluation of ideas, and quantity of ideas is the goal. Ask each group to read their list. You may want to award a prize to the group that generates the most ideas.

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