

Tip Sheet – For Immediate Release

Contact Information:

Robert Troup
Founder
Brainstorm exchange
P.O. box 410
Pleasantville, OH 43148
740-407-8804
robert@brainstormexchange.com
www.brainstormexchange.com

Where to find Ideas

Ideas are all around. They are hidden in problems, worries, concerns, and challenges. Ideas and creative solutions come through work and play, during activity and contemplation. Reach out and grab them. Record them. Contemplate them. Put them into action.

When looking for ideas, step outside your typical situation. Sign up for a class in metal fabrication and machining, take a course in fly tying, visit someone who has a woodshop or machine shop and hang out for while – ask them why they do things the way they do. Teach yourself one of the web scripting languages – HTML, php, JavaScript, Perl.

Look at things from a fresh point of view. Teach someone a skill that you think you have mastered. To teach, you must go beyond simply knowing how to do it. You must look at the skill from a fresh perspective. You must unwind your skill set, consciously shift your focus to that of a beginner, break the process down into constituent parts and then, with your student, build the parts into a complete skill set.

Go somewhere you have never been. Or go somewhere you have been but with fresh eyes and new questions. Everyone will tell you to visit an art or science museum and observe and think about how and why the creators conceived and developed their works. How about take that same set of fresh eyes and questions to the hardware store, boat dealer, SCUBA shop, bike shop, the grocery, the mall? How and why are the goods packaged the way they are? How do you think the products were conceived and developed? How do people interact with the package, products, and display?

To the inquisitive mind and body ideas really are all around – you just have to be open to them. Position yourself outside of your comfort zone. Take the time over the coming week to take one

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of the steps discussed above, even if you are not looking for ideas right now. Doing so will become the basis for seeing all kinds of things from a fresh perspective, and will train your mind to recognize ideas and solutions when you see them.

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STORY PREP INFORMATION

Contact:

Robert Troup - 740-407-8804 – Founder of brainstorm exchange. He is responsible for design, production, content, marketing, and media relations. He strives to be available on a moment's notice to provide comments, quotations, and insights into innovation.

Website:

www.brainstormexchange.com.

What is brainstorm exchange:

Brainstorm exchange works by linking people with ideas. Brainstorms can be started on any topic by anyone. Those who start brainstorms set out how they will reward contributors of ideas with cash, discounts, merchandise, contracts, etc. Contributors then suggest innovations and build on ideas already contributed, using the tools built into brainstorm exchange to stimulate their thought processes. Contributors may also assign a rating to ideas to give the sponsor of the brainstorm custom feedback linked to each idea. Joining brainstorm exchange to contribute ideas is free.