7 great tips to make your next brainstorm even better.
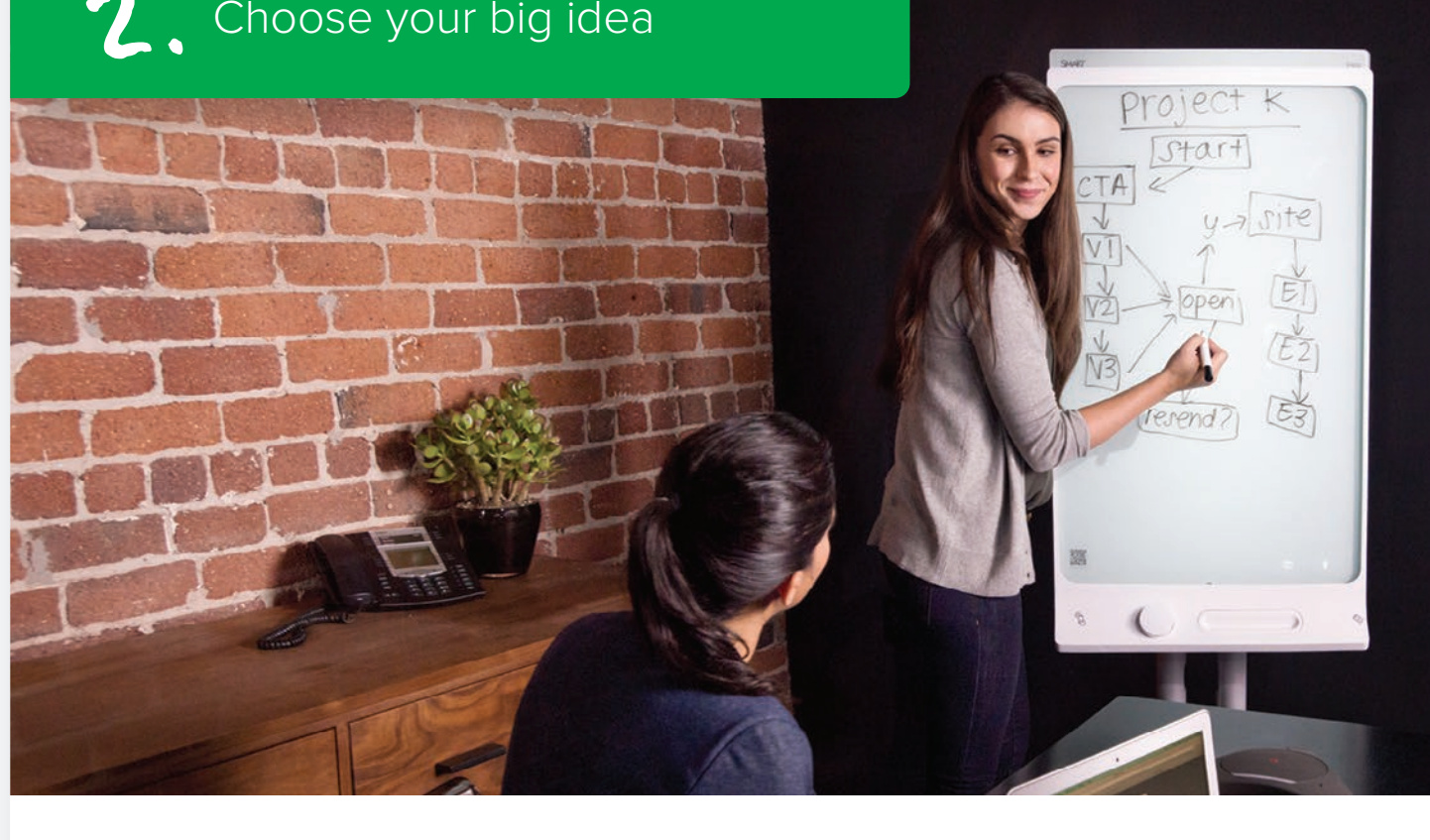
1. Pick the most diverse group of attendees possible

A great idea can come from anyone, so involve people at all levels and disciplines.
Using apps with modern whiteboard technologies allows you to involve people outside the room – across time zones and locations – so you can add more brains to your brainstorms.

2. Choose your big idea

Remind everyone why they're there by putting the meeting name at the top of the whiteboard. Communicate the value of the topic by making it sound engaging, so *10 new initiatives for a leaner, faster supply chain* instead of *Supply chain initiatives meeting, August 2015*.

3. Don't block any ideas — nothing is too crazy

Don't think outside the box — get rid of the box!
An idea that initially sounds outlandish can often become feasible once the group takes hold of it. Encourage broader thinking by removing things like resource or budget constraints so the group can consider what's possible.

4. Be organized

Use bullet points, shading, lists, icons and the like to keep things tidy
and highlight different areas of focus. To avoid a messy scrawl it's often a good idea to write in capital letters – which also has the advantage of keeping ideas short and making the text easier to read from a distance.

5. Keep the session short and focused

Start with a dramatic opening – e.g. news of an incentive for meeting targets – to raise the energy levels and encourage participation. Use technology that works with you, not against you. You want something that's plug-and-play, with no IT integration needed, so you can start brainstorming right away.

6. Share the ideas

Encourage everyone to contribute.
For those in the room, give them a dry erase pen to use on the whiteboard. For those outside the room, it could just be an app on their mobile device, which lets them see what's being written on the board in real-time.

7. Save that thought — for anyone, anywhere.

You'll inevitably need to revisit ideas or share them with others not in the brainstorm.
Usually, you'd take pictures or notes and distribute them afterwards. Modern whiteboards make it so much more efficient. With the press of a button you can save snapshots to share with people after the event, who can access it anytime, anywhere.

Boosting your brainstorm – and getting the results that matter for your business – depends on actively engaging with your audience. That means not being distracted by technology, such as having to set up and manage a whiteboard or patch in remote attendees.

Enter SMART kapp®. It is the whiteboard reinvented for the modern world: For smarter brainstorms, it allows you to capture, save and share the best thinking with anyone, anywhere.

The same walk-up-and-use experience of a regular whiteboard is possible, through an app, with up to 250 remote attendees. You can collaborate, as effectively, in the room or across continents.

Take a snapshot at any time to capture the session for review later or to show others.

With SMART kapp you can collaborate better, brainstorm more effectively and achieve that breakthrough thinking faster.

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