

# Idea Storm™

**BRAINSTORMING CARDS**



**Kimberly-Clark**

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# THE *Dreamer*

**#NoHotHeads**

## ***Do the Impossible***

Head in the clouds? Sure -  
that's where the brainstorms happen.  
Not only are you drawn to the brightest ideas,  
but your belief that anything is possible helps you  
accomplish what others consider impossible.

## ***Think like a Dreamer***

Ignore boundaries and think big.  
Focus on the future and be positive.  
Bring play and fun to the conversation.  
Draw inspiration from everything and anything.

## ***Explore with***

What if this was an imaginary project with no limitations?  
What is the most fantastic thing that could possibly be created?  
Tackle this project/situation like a child.  
Create a movie trailer for this project with your best ideas.

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# THE ANALYZER

*#RollingInTheDeep*



## ***Solve the Puzzle***

Big questions like “How?” and “Why?” capture your imagination. As you dive far and deep for the answers, you also immerse yourself in the details. Problem solving appeals to your logical side, but it’s the bursts of insight that fuel your passions. You shine when solving a complex problem and bringing insights to life.

## ***Think like an Analyzer***

Focus on facts, numbers, proven data and details.

Try to connect as many dots as possible.

Ask a lot of ‘How’ and ‘Why’ questions.

Be critical, picky and logical.

## ***Explore with***

Rearrange the order and direction of your resources.

Dig deep to find the hidden patterns and new trends.

Diagram the project, including details, outcomes and 2 new approaches.

Pose 2 big ‘Why’ questions, then tackle them.





# THE *DISRUPTER*

#TheNormGotMeLike

## **Throw out Convention**

Not one to shy away from debate, you are hard-wired to throw convention out the window and uproot any and all assumptions. The disruption leads to profound change that replaces the old with something new, better and more productive. You shine pitching ideas for large-scale transformative projects that require radical thought and ideas.

## **Think like a Disrupter**

Challenge the status quo and accept nothing at face value.  
Challenge the routine and assumptions to turn things upside down.

Break things down.

Replace the old with something new.

## **Explore with**

Replace sacred cows with something unexpected.

Create something that totally rocks and surprises the competition.

Embellish an idea by changing its limits on either a larger or smaller scale.

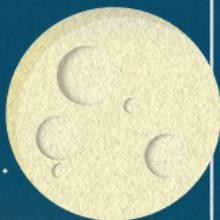
Throw in 2 totally new assumptions to shake up the project.





# THE Muse

#KeepingYouAmused



## *Inspire from Within*

Your warmth and natural empathy inspire those around you to do their best work. If you seem quiet, it's only because you are considering so many creative options. You don't feel the need to share every idea you come up with – just the brilliant ones. You shine when you breathe magic into creative blocks and stagnant projects with inspiring creativity and unrelenting imagination.

## *Think like a Muse*

Be relentlessly imaginative.

Focus on holistic solutions.

Consider your feelings and the feelings of others.

Leverage the strengths of everyone involved and all ideas on the table.

## *Explore with*

Do what your favorite super hero would do.

Generate ideas that appeal to your emotions and all 5 senses.

Change 2 different elements to make a solution everyone agrees on.

Bring together 3-4 diverse ideas from other sources to apply.





# THE ADAPTOR

**#KeepingLit**

## **Make it Work**

You enjoy exploring every side of an issue and, like a wicked great maestro, you tease out the positive in each approach. Your resourcefulness and ability to easily adapt to the latest input often make you the one who finds answers to the most challenging questions. You shine in situations when someone needs to make it work! You jump in and explore different perspectives to drive solutions.

## **Think like an Adaptor**

Re-arrange facts and circumstances.

Focus on what is working and make it better.

What is being done elsewhere that would work here?

What could you adjust or tweak to make a big difference?

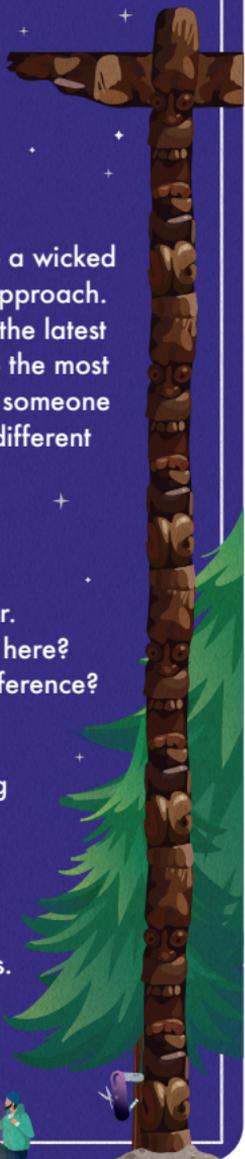
## **Explore with**

Apply 2 new tools/resources to take existing ideas to the next level.

Leverage ideas from 2 totally different companies, industries or cultures.

Start at the finish line and work backward.

Turn negatives and weaknesses into positives.





# THE NONCONFORMIST

#DontTellMeWhatToDo



## **Break the Rules**

You are a true maverick. Always looking for a better way, you're such an "outside the box" thinker that people wonder if you've ever even seen the box. That's okay. Your exuberance for the unexpected always gives people something new to consider. You shine when a superhero is needed to fix what's broken or turn something big around.

## **Think like a Nonconformist**

Think out of the box.

Think quickly, generate as many ideas as possible.

Be risky, surprise people with the unexpected.

Poke holes in current structure or ideas and have no boundaries.

## **Explore with**

Bend the laws of physics and the rules of the business to generate ideas.

Identify the opposite solutions to the default answers.

Alter the name of the project and deliverables to open new perspectives.

Identify 2 risky ideas and present your case to make them work.





# THE MAKER

#TinkeringAround

## *Find the Hack*

You have an amazing ability to understand how things work and how to make them work better. You can come up with a hack for anything. Whether it's eye-popping art or a DIY phone app...you're just the one to create it. You shine when something needs to go from good to great. Your ability to tinker and be resourceful is remarkable.

## *Think like a Maker*

Consider a variety of angles and iterations. Tinker, try new things and consider all resources. Think about small and big changes. Encourage failure.

## *Explore with*

Hack and dissect to the most basic elements and rebuild in a new way. Start with a blank slate to draw, design or build your vision. What 3 alterations could you apply to make it better or fix it? Apply 2-3 lessons learned to positively impact the project.





# THE INVENTOR

**#NoGuideBookNeeded**

## ***Discover the Breakthrough***

What's the big idea? Usually, it's one of yours...an obvious breakthrough that no one else saw coming. You may have to exercise patience while everyone else catches up and catches on. Great discoveries are worth waiting for. You shine in high pressure situations when you are often in the line of fire. This brings out bold, unconventional ideas.

## ***Think like an Inventor***

Think conceptually and ideate big, bold ideas. Try to prove something that seems impossible. Ignore current structure and paradigms.

Focus on the vision and what would catapult you to it.

## ***Explore with***

What could you do if your resources, budget and technology were unlimited?

What unconventional ideas may fail, but are worth trying?

Identify obstacles and invent new ways around or over them.

Find the unexpected connections and leverage them.

