



Symbiotic Participation Strategy SPS™
How to elicit effective brainstorming meetings

By Lori Williams Chief Strategist for LW AND ASSOCIATES

Brainstorming meetings often fall short of their intended purpose due to a lack of controlled yet free flowing dialogue. In this, ideas are not permitted to evolve prior to being discounted. The best solutions are often a part of one idea added to a part of another. When ideas are quickly discounted the process of “idea assembly” does not take place.

Moreover, individuals are dissuaded from presenting ideas if they feel that their ideas will become under attack. The outcome is predictable; an idea is presented and before it can be completely explored someone else in the group begins to state why it will not work. The conversation comes to a screeching halt and the dynamics of the brainstorming progression are lost.

LW AND ASSOCIATES has developed a process known as the Symbiotic Participation Strategy SPS™ used to conduct successful meetings. The objective is to provide an environment that encourages full participation and a free flowing of ideas. It involves a process of controlled communication whereas ideas are first presented void of critique. The ensuing critiquing process is situated around the idea, not the person who presented it.

To this end, specific ground rules are established in advance. A moderator participates as a “guardian of the communication” to ensure that the ground rules are followed. Moreover, they are responsible for creating a comfortable and safe environment whereas all participants feel free to openly express thoughts and ideas.

To learn more about this process or to have Lori Williams facilitate at your offices
call 310-473-9064 ext 3