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Group Brainstorming: A Key to Success or a Key to Distraction?

By [Rebecca McIntyre](#) on October 28, 2014

Brainstorming sessions. Most companies tout them as great ideas, but how well do they really work? Productive, idea-generating work takes a team commitment to come up with valuable, implementable ideas.



Let's examine more closely what content marketing brainstorms encompass and whether or not they're actually effective. Opentopic put together three quick tips, inspired by an [article](#) from the Content Marketing Institute, that can help marketers to more effectively leverage content marketing brainstorming sessions.

1. Have a plan

For content marketers, that means answering the questions your audience has (or doesn't even know they have yet). Focus on the questions first, and not the outcome or analytics. Sure, you want to generate leads and more traffic, but that can be distracting. The point of content marketing brainstorms is to focus on content. Lead generation and other business objectives result from excellent content curation and creation, so don't get sidetracked by talking about the final outcome. Instead, focus on the path that will get you there—great content.

2. Brainstorm solo, then share

Generating ideas individually and then sharing them with the team can be more effective than brainstorming on the spot. Each group member offers a different perspective that can help the group to objectively evaluate the idea. Additionally, individual idea generation can save time: have you ever been in a meeting where someone asks for feedback in response to an impromptu question, which is followed by awkward silence as everyone takes time to figure out something impressive to say? You're not alone. Luckily, you can mitigate this by encouraging all group members to think ahead of time and bring their ideas to the meeting, at which point you can discuss their validity.

3. Get everyone on board

Allow all group members to freely suggest ideas, and provide feedback without judgment so that everyone can be heard. Heck, allow suggestions to be made anonymously if it helps team members feel more comfortable "speaking" up.

In the aforementioned article from the Content Marketing Institute, Jay Acunzo, director of platform and community at NextView Ventures and co-founder of Boston Content, advocates a unique, tech-less approach to brainstorming effectively: the sticky note. For more details and additional advice about the science behind content marketing brainstorming, check out his article, [The Sticky Note: A Stupid-Simple Approach to Better Content Marketing Brainstorms](#).

What do you think? Does your company engage in group brainstorming as a regular activity, and, if so, is it an effective component of your marketing activities? Let us know by sharing your thoughts in the comments section below.

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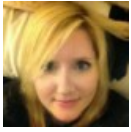
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