

## *The Art of Brainstorming*

### **Designing Actions - ICF Competency #9**

**Brainstorming** - Partnering with the client to generate an inventory of ideas, options, or possibilities, so the client has a list of choices around a desired outcome.

#### **Examples of questions for brainstorming:**

What are your options?

What alternatives do you have?

What is the possibility?

What are your ideas?

1. The coach inquires with curiosity and without attachment. Examples: "Would you like to do some brainstorming?" "Are you open to exploring some options?" (The coach does not offer unsolicited ideas or advice. This demonstrates respect and builds trust.)
2. The client offers the first idea, option, suggestion, so the client can build experience generating something from themselves, and so they don't learn to depend on the coach to "do it" for them, and build self-esteem, self-confidence, and capacity.
3. The coach offers ideas without attachment.
4. When you have all the ideas the two of you have generated, the coach inquires: Examples: "As you consider these ideas, what do you notice?" or, "What else do you need?" or, "How do you want to proceed?" "How do you feel?" etc.

**NOTE:** If the client is stuck for ideas:

- Invite them to bring their creativity, playfulness, humor, or imagination to the conversation.
- Ask, "How could you find out, or how could you learn what you need to know?"
- Hold silence, and give them more time to ponder.