**AYB Quick Tool:** Quick Win Brainstorming

**Description/Overview:** Provide a simple-to-use worksheet to help you through a self-driven brainstorming session to identify some, immediate-term “quick wins” or for any time you need to walk through a process that prompts you to think through possible options and alternatives.

Quick wins can be small and simple or large and complex. They can be easy or hard to turn into reality. They can be inconsequential or very consequential to the overall scheme of things. The key is that they need to be quick to realize. Why are quick wins important?

* Quick wins get you needed attention
* Quick wins help you gain momentum
* Quick wins motivate you and your team
* Quick wins give you the traction you need to go for the next win

Here is a simple two-step process to walk yourself through a straightforward brainstorming session.

**Step 1.** First step is to jot down anything comes to mind concerning a specific topic you want to consider or a specific question you want to answer.

**Step 2.** Take individual items from Step 1 and answer six basic questions related to that items by jotting dotting whatever comes to mind regarding each question.

What results from this two-step exercise is a breakdown of the options you have available to consider, along with a relatively good idea of where to start, when you decide turn your attention to making it a reality.

Consider the images in the next two pages as your brainstorming worksheet.

Step 1: Brainstorming to identify your options regarding a topic you want to explore or a question that you want to answer. Jot down what comes to mind and place each item in a separate box and add any notes on the items as they come to you.

**Your Brainstorming**

**Topic or Question:**

**Your Idea #8:**

**Note:**

**Your Idea #7:**

**Note:**

**Your Idea #6:**

**Note:**

**Your Idea #5:**

**Note:**

**Your Idea #4:**

**Note:**

**Your Idea #3:**

**Note:**

**Your Idea #2:**

**Note:**

**Your Idea #1:**

**Note:**

**Lower Priority**

**Higher Priority**

Step 2: Brainstorming to answer six basic questions about one of your ideas from Step 1. Jot down what comes to mind and place each item in a separate box and add any notes on the items as they come to you.

**Where do you want it to happen?**

**Note:**

**How will it happen?**

**Note:**

**Why will it happen?**

**Note:**

**When do you want to happen?**

**Note:**

**Who do you need to make it happen?**

**Note:**

**Your Idea #1**

**What do you want to happen?**

**Note:**