

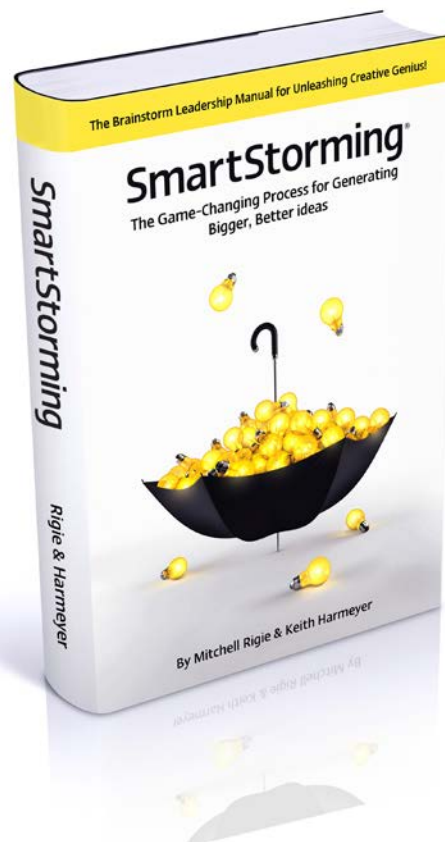
For an interview with Mitchell Rigie or Keith Harmeyer,  
or for a review copy of the book,  
please contact them at  
Partners@SmartStorming.com or (212) 614-1444

## ***SmartStorming: The Game-Changing Process for Generating Bigger, Better Ideas***

By Mitchell Rigie & Keith Harmeyer

*“If the creators of brainstorming were alive today, they would be astounded at how far the concept has evolved. Rigie and Harmeyer have created the ultimate idea-creating machine. It's going to be the textbook for the concept for decades to come.”*

~ Al Ries, bestselling author of *Positioning* and *Marketing Warfare*



In today's fast-paced, innovation-driven economy, chaos and disruptive change are the new "business as usual." Organizations, business owners, entrepreneurs, and even individuals have no choice but to reinvent themselves and their product or service offerings on an ongoing basis.

They must innovate--or risk slipping into irrelevance.

Innovation is fueled by a constant stream of new ideas; and group brainstorming is the most widely utilized process for generating that fresh, original thinking. However, brainstorming as typically practiced is a fundamentally flawed process--loosely structured, poorly facilitated, lacking in effective techniques--and it often produces too few, truly innovative ideas.

It's no wonder. Over 90% of those leading brainstorming sessions, in any industry, have had no formal training in how to do so effectively.

*SmartStorming: The Game-Changing Process for Generating Bigger, Better Ideas* is one of the most comprehensive how-to manuals and idea generation toolkits ever published on the subject of brainstorming. It can help anyone learn how to consistently plan and lead highly effective brainstorms, and unleash the creative problem-solving genius of any group!

Readers are introduced to a totally new approach to group ideation. Not just another creative-thinking technique, SmartStorming is a powerful brainstorming system, combining the essential structure, leadership skills, tools, and techniques necessary for success.

In *SmartStorming: The Game-Changing Process for Generating Bigger, Better Ideas*, you will learn...

- 6 steps critical to brainstorming success
- The secret to helping any group "think outside the box"
- How to create group alignment to achieve a common goal
- How to inspire and masterfully guide groups through "blue sky" idea explorations
- 10 game-changing rules of play
- The art of powerful questioning
- How to keep a group's productivity high and on track
- How to engage the "silent thinkers"
- How to manage "wet blankets" and "attention vampires"
- How to quickly and objectively select the very best ideas

Plus, it includes a valuable toolkit filled with planners, checklists, "cheat sheets," and detailed instructions for 20 super-productive, idea-generation techniques, many of which are unavailable anywhere else.

This book is certain to become an indispensable guide you will want to refer to time and time again--every time you lead a brainstorming session.

To learn more visit [SmartStorming.com/book](http://SmartStorming.com/book).