

# DELIBERATE CREATIVITY TEAM KICKSTARTER

## Team Purpose

*Why are we here?*

**Prompt:** Write one sentence that defines your team's current purpose.

**Bonus:** Add what's *not* part of your purpose.

## Team Dynamics

*How do we interact?*

**Reflect:** Where is trust strong? Where is communication breaking down?

**Creative abrasion:** Can we disagree about ideas without conflict?

## Creative Process

*What's our system for generating and refining ideas?*

Do you have clear brainstorming norms?

What's your process for selecting and testing ideas?

## At Your Next Meeting

*Start with this:*

"What's one hope or concern you have about today's topic?"

This builds buy-in, reduces loudest-voice dominance, and surfaces real insights.

### **Bonus Tip:**

Use images, objects, or even Climer Cards-style icons to spark metaphors.

**Ask:** "Which image reflects how our team handles new ideas?"

**Because creativity doesn't happen by accident...  
and your team is too important to keep spinning in circles.**