



Flip chart what?

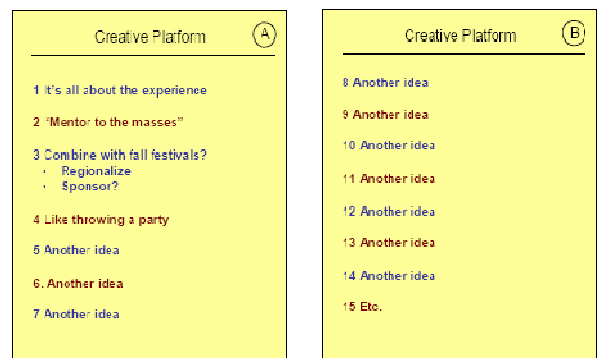
The phrase “flip chart management” may sound a little ridiculous, but put these tips to work once and you’ll be hooked for the rest of your brainstorming life. They make it easier to...

- **Capture** ideas during the brainstorm
- **Manage, organize and refer** to ideas throughout the brainstorm
- **Transcribe** the ideas after the brainstorm

10 Tips For Flip Chart Management

What’s the hardest part of a brainstorm? Transcribing the notes!

1. **BE KIND** to the transcriber. Write as clearly as possible. If you use abbreviations, jargon or shorthand, give the transcriber a list of what they mean so he or she can spell them.
2. **USE A CLEAR TITLE** at the head of each page. Base it on the focus of that particular part of the brainstorm or agenda. Use a distinct title for each phase of the brainstorm.
3. **LETTER PAGES** so whomever transcribes them knows what order they go in.
4. **GROUP IDEAS BY FOCUS**. If you’re brainstorming against one focus and someone has an idea that belongs with a previous focus, **DON’T** tack it onto your current page. Go back to the last page of the right section and add the idea where it belongs. If you have to add a new page to an existing section, add a number to the lettering sequence (e.g., a page added between pages [D] and [E] would be [D-1])
5. **NUMBER IDEAS** so people can easily refer to an idea during discussion or when combining two ideas. People like to see the volume of ideas build. Don’t start fresh numbering sequences on each page. Keep numbering from where you left off.
6. **INDENT SECONDARY POINTS**. When elaborating on an idea, indent clearly so it’ll be obvious in the transcription that these are secondary points and not new main points.
7. **ALTERNATE** colors of markers to make it easier to tell one idea from the next.
8. **USE A PARKING LOT** page to capture comments that require follow-up or other action and are not in and of themselves ideas contributing to the brainstorm.
9. **HELP THE NOTE TAKER**. Don’t speak all at once; summarize the idea to the note taker to help them capture it correctly; and make sure they’ve got it before moving on.
10. **ASSEMBLE POST-IT PAGES IN ORDER AND STICKY-TO-STICKY**. Pages should be assembled in order so they can be transcribed in order, and they should **NOT** be stacked with the sticky back of one on the written-upon face of another. They almost always tear or peel off the ink when you try to separate them. Instead, assemble them sticky-to-sticky (back-to-back). In other words, Page A goes sticky-to-sticky with Page B, which then lays on top of the Page C/Page D pair, and so on. That way you don’t have to fight tearing them apart and the person transcribing has each page in order back-to-back for easy reference.



Contact:
John Armato
New York
212-453-2440
john.armato@fleishman.com