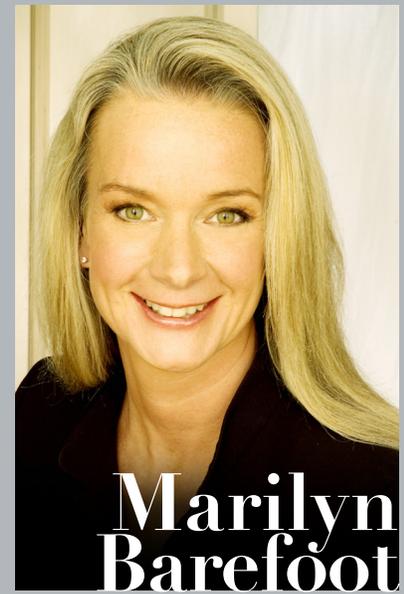




Big Ideas

That Will Knock Your Socks Off!



Marilyn Barefoot

Many of us have endured bad brainstorming sessions where the most frequent insight is: “That would never work” and the end result is: “Keep doing what we’re doing, only do it better, faster, or re-package it in a different colour”.

New ideas are like oxygen. They energize. They stimulate. They nourish.

A brand is like the human body if you only breathe the air you just exhaled, you’ll perish.

Big ideas rally customers and employees around a brand. They incite passion and they achieve impressive results.

But where do they come from – and how do you get them?

Through research and experimentation, Barefoot Brainstorming has developed a process guaranteed to produce big ideas – BigStorming®.

Through this high energy, hands-on session, delegates will learn and apply a number of unique brainstorming techniques that are guaranteed to generate big ideas that will knock your socks off.

After all, when you have your nose to the grindstone all the time, there’s a good chance you won’t see the piano falling from the sky.

By attending this session delegates will learn:

Well designed brainstorming gives your team absolute permission to look around at a bigger world of ideas and possibilities.

Great brainstorming encourages new perspectives and it drives risk management right into the mainstream consciousness of the organization.

Effective brainstorming depends on using a very specific scientifically proven creative process... not just getting together around cold pizza and warm drinks and asking if anyone has an idea!

Every great team has a sparkplug, a unique energy source, an active ingredient... someone who helps to give the team a personality. For Barefoot Brainstorming, that someone is Marilyn Barefoot. Classically trained in tier one companies like Coca-Cola, McDonald’s, General Mills, Nike and Microsoft, Marilyn combines a wickedly smart and analytical brain with an intuitive gut.

A summa cum laude graduate from major advertising agencies like Vickers & Benson, Bozell Palmer Bonner, Cossette Communications and BBDO, Marilyn is obsessive about originality. A hands-on leader, Marilyn’s brainstorming sessions (trademarked as BigStorming®) have been known to cause blips on Doppler Weather Radar screens. Marilyn is the one who inspires teams to look at every client project as an opportunity to be different.

Marilyn Barefoot

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