



## SOLVING THE PROBLEM

# The Escalator

### What is it?

Ever been in a big brainstorm and wondered why you're only hearing from the same old people? This is the antidote to that. It's a way to ensure everyone has a say. So, it starts small. And you gradually add new people with new ideas – one at a time.

### How do you do it?

1. Give your group a problem to think about before your meeting.
2. Start your meeting with two core people.
3. Add a person to the core group – they'll present their ideas first and hear the core group's second.
4. Get everyone to discuss the ideas.
5. Repeat the process with the rest of the group.
6. Review what you've got at the end – once you've heard from everyone.

### Why do it?

- You'll get a broader spread of ideas.
- You'll hear from more junior people and your introverts.
- You'll get a better idea out of it.



Find more ideas on how to unlock creativity in our e-book.

[DOWNLOAD OUR E-BOOK >](#)

### What do you need?

#### TIME



Up to four hours

#### PEOPLE



Six to eight

#### FUEL



Doughnuts

#### MATERIALS



Pen and paper

#### ENHANCE WITH



Microsoft Teams and SharePoint

#### SUPERCHARGE YOUR STORM WITH



#### Surface Book 2 with Teams and SharePoint

Post your problem in a Teams chat and tell everyone what time they should join the meeting. Pass the Surface and pen around so everyone can scribble their notes. Then once they've presented their ideas, you can collate them in SharePoint – straight from Teams.