**Questions to ask when brainstorming**

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| **Resources** |

* Whose input do we need?
* Whose input could we use?
* Has anything like this been done before?
* What mistakes can we learn from?
* What successes can we learn from?
* What resources do we have?
* What resources might we need?

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| **Executive issues** |

* How does this relate to the strategic plan?
* How does it relate to other priorities, directions, goals?
* How will this affect our competitive position?

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| **Administration** |

* Who’s accountable for this project’s success?
* Lines of communication
* Methods of reporting
* What structures do we need?
* What planning is still likely to be required?
* What re-grouping will we need? How often?
* What people do we need?
* Current staffing?

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| **Hiring** |

* Subcontractors
* Consultants?
* How do we get involvement?
* What skills are required?
* Who needs to know how to do what?
* What training do we need?
* How do we get it?
* What other communication do we need?
* Who needs to be informed as we go along?
* What policies/procedures affected? What needed?
* What about morale? Fun?
* Staffing?

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| **Finance** |

* What will this cost?
* How do we get it?
* What might affect the cost?
* Might we need additional $?
* What are the potential payoffs ($)?
* Who signs the checks?

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| **Operations** |

* What is the timing?
* Hard deadlines?
* What might affect timing?
* Who’s going to do the work?
* How do we ensure complete delivery?

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| **Quality** |

* How will we monitor our progress?
* How will we know if we’re on course?
* What data do we need, when?
* What reports, to whom, when?

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| **Politics** |

* Whose buy-in do you need?
* How can you get it?
* Stakeholders – Considerations
* Board
* Stockholders
* Employees
* Suppliers
* Customers
* Community

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| **Legal** |

* Issues?
* Regulations?

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| **Space/Facilities/Equipment** |

* What requires room?
* How do you get it?
* What tools do we need? When?
* Phones
* Computers
* Research
* What might you need to know?

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| **Public Relations** |

* Is there value in others knowing about this?
* How do we do that?

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| **Project Risks** |

* What could happen?
* Could we handle it?

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| **Creative thinking** |

* Who would have concern about the success of this project?
* What would they say, ask, or input, that you haven’t yet?
* What’s the worst idea you can imagine, about doing this project?
* (What is therefore the best idea, which is its opposite?)
* What is the most outrageous thing you can think of, about this project?
* How would a 12-year-old kid relate to this project?
* What would make this project particularly unique?
* What the worst that could happen?
* How could we deal with that?
* What’s the best that could happen?
* Are we ready to deal with that?
* How do we feel about this project?

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