



The Brainstorming Session

An Often Misunderstood Collaboration



Create a fun environment conducive to free thinking

Suspend Judgement (no criticism!)

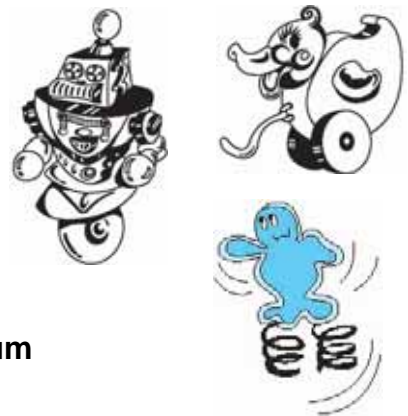
Be Creative

“Yes AND...” instead of “Yes BUT...”



Use Games, Toys and Ice Breakers to stimulate ideas and set a healthy tone

Encourage participation for all



Give the group time to loosen up and gather momentum

Creating jokes in isolation is hard. Just as Charles Manson.

Bob Hope, Jerry Seinfeld, Chris Rock and Jay Leno all have joke-writing humorists who provided content to these humorists. (Craig tells me the late Richard Pryor was known for cooking his own!)

So how are you going to develop funny material? Without a budget to hire a humorist, the answer is simple:
BRAINSTORMING.

Cantu and others know the value of brainstorming, that special environment where folks put their heads together to develop funny material.

Like a mastermind group, the brainstorming session forms a comedic mind greater than the sum of its parts. Best of all, you don't have to **FORM** a brainstorming group. Craig formed it for you.

It's called Laugh Lovers!

Tonight Craig shares some tips for brainstorming, and will demonstrate with you the power of a brainstorming session.

So put your hands and brains together for tonight's **HEAD-**master, DTM and past District Governor, Craig Harrison!