

## KnowBrainer Tool

KnowBrainer is a small portable tool that packs an amazing wallop. It facilitates a four-step accelerated innovation process that can be used to invent products or services, facilitate teams, manage projects, improve quality and performance, explore career options, and the list goes on. Gerald Haman, founder and president of SolutionPeople, created it.

This is definitely more than a brainstorming tool. It's a whole brain process that follows an idea through to implementation. The four steps are: Investigate, Create, Evaluate, and Activate. Step One (Investigate) helps you thoroughly explore the problem or need at hand. Step Two (Create) is the place where brainstorming and idea generation happens. Step Three (Evaluate) provides questions and prompts that help you cull the best ideas and explore their feasibility. Step Four (Activate) helps you create and implement a plan of action. The full process might take forty-five to ninety minutes and elements can be brought into any coaching session.

Each step of the process has its own set of questions, word prompts, and quotes that act as stimulus. It is set up in a way that you can pick and choose prompts that are most relevant. For example under Evaluate, a sampling of prompts include S.W.O.T., pros and cons, timing and risks and rewards. Those four prompts alone give you an amazing range for evaluating your ideas. This just scratches the surface of what's available in this small portable innovator. This is an extraordinary resource for coaches.



As a courtesy, links to all of these products and services are listed on the home page of [www.coachingtoys.com](http://www.coachingtoys.com)

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