



# FROM SPARKS TO STRATEGIES

CREATIVE BRAINSTORMING  
WITH AI

THIS SESSION

Brainstorming  
Tap into AI tools to spark  
fresh ideas and expand  
possibilities during your  
brainstorming sessions.

A white folding chair is positioned on a sandy beach. Several tennis balls, some yellow and some orange, are scattered on the sand around the chair. The background is a warm, brownish-orange gradient, suggesting a sunset or sunrise. The text is overlaid on the chair and the background.

The best way  
to have a good  
idea is to have  
lots of them.

Linus Pauling



# 5 TIPS FOR GETTING BETTER RESULTS WITH AI

01

## **Think Conversation, Not Commands**

Treat AI like a brainstorming partner. Give it context, ask follow-ups, and refine together.

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02

## **Set the Right Tone**

Be clear, polite, and curious—like working with a colleague. Tone shapes the response.

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03

## **Give Feedback**

Correct mistakes and highlight good answers. Feedback helps AI improve.

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04

## **Make It Playful**

Use small challenges or fun incentives to spark more creative ideas.

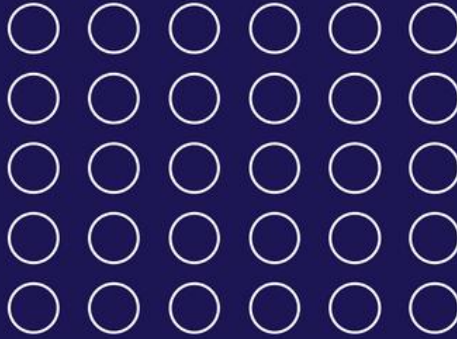
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05

## **Appeal to Emotion**

Phrases like “This is important” or “Give me your best” can lead to stronger responses.

## 30 CIRCLES EXPERIMENT



# GENERATIVE AI ENHANCES CREATIVITY BUT REDUCES THE DIVERSITY OF NOVEL IDEAS.

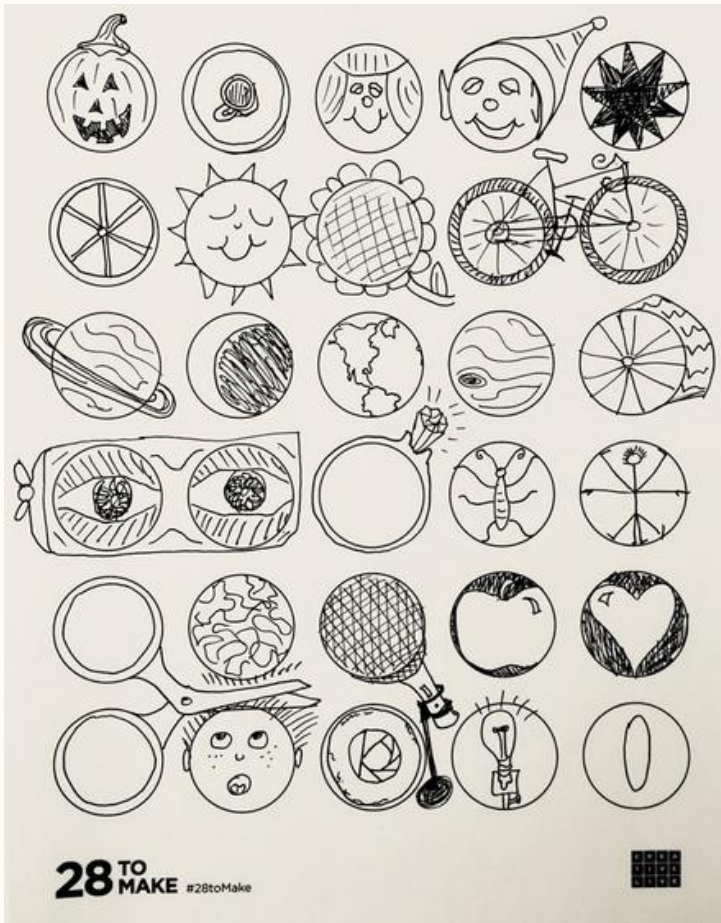
AI GENERATED

Can you please draw 30 blank circles of the same size? Can you then turn as many of the blank circles as possible into recognizable objects (think clock faces, billiard balls, etc.)?



Here is an image featuring 30 blank circles, with some transformed into recognizable objects such as a clock face, a billiard ball, a smiling emoji, and others. You can view and download the image by clicking on it above.

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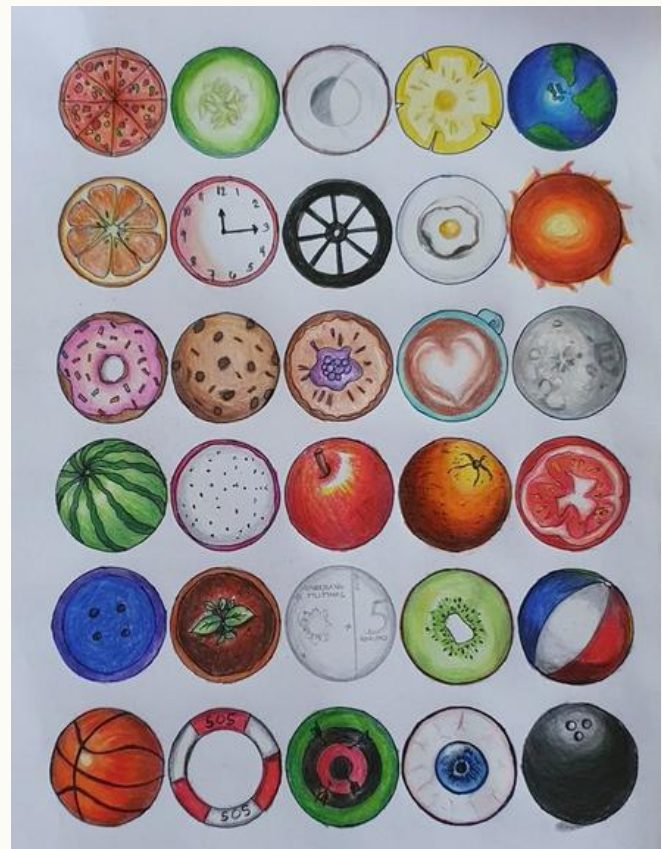


## AI TENDS TO GENERATE THE MOST PREDICTABLE IDEAS (FACES, EMOJIS, SPORTS BALLS).

**HUMANS INTRODUCE UNEXPECTED TWISTS (A BIKE, PLANETS, LAYERED METAPHORS).**

**AI CLUSTERS AROUND  
COMMON PATTERNS, PEOPLE  
EXPAND INTO SURPRISE.**

**HUMAN GENERATED**



## THE CHALLENGE

How might we help single mothers invest while *balancing the financial needs of their kids?*

For today's activity & modelling, I narrowed the opportunity and the question to “**How might we design strategies that allow single mothers to save and invest, even while covering immediate family expenses?**” with a focus on accessible financial tools.

**But you can use any opportunity area or challenge you are facing, in any industry or type of role.**



# We'll demo these 10 techniques for prompting

1. Curate the **context**
2. Share your **knowledge**
3. Assign a **persona**
4. Encourage **wild ideas**
5. Play with **constraints**
6. Guide with **examples**
7. Specify output **formats**
8. **Iterate** through nudges
9. **Edit** like a Creative Director
10. Get **visual**

# DEMO



## **Brainstorming Prompts**

### **Prompt 1 – Curate the context**

Before we brainstorm, scan evidence-based strategies single mothers use to manage money. Pull from behavioural finance, family economics, and social policy research. Highlight what works, what fails, and surprising insights.

### **Prompt 2 – Share your knowledge**

Many single mothers feel they don't have "enough left over" to invest. Considering this, generate ideas that make small, consistent investing possible and appealing.

### **Prompt 3 – Assign a persona**

You are a creative financial product designer building new tools, services and strategies that help single mothers balance immediate family expenses with long-term wealth building.

### **Prompt 4 – Encourage wild ideas**

Your task is to propose fun, bold, or even "impossible" solutions. The ideas don't need to exist yet or be fully feasible—just get creative.

### **Prompt 5 – Play with constraints**

The solution should cost under \$50/month to access, be easy to use without financial jargon, and fit into a busy parent's life.

### **Prompt 6 – Guide with examples**

You're crafting a program description for our brand, which is supportive, empowering, and practical. Use words like *clarity*, *freedom*, and *future-building*. Avoid technical or intimidating language. Example tone: "*Turn everyday dollars into stepping stones toward independence. Our Smart Steps program helps moms grow wealth without sacrificing today.*" Now, describe a new idea in this voice.

### **Prompt 7 – Specify output formats**

Please generate 10 ideas. Number each one, give it a catchy name, a short description (25 words), the value proposition, and a slogan.

### **Prompt 8 & 9 – Iterate through nudges & edit like a Creative Director**

Group the ideas by themes like "confidence-building," "habit-based," or "family-inclusive." Expand on the family-inclusive ideas—what features make them appealing to both moms and kids?

**Prompt 10 – Get visual**

Create a visual (sketch, diagram, or storyboard) showing how a single mother would use one of these solutions in her daily life.

**Bonus Prompts**

- Borrow inspiration from subscription boxes, gamified apps, and community savings circles.
- Generate 15 ideas and rank them by accessibility, cost-feasibility, and emotional resonance.
- Give me ideas from the POV of a financial advisor, a behavioral scientist, and a single mom.