

**BRAINSTORM:  
OUR GROUP'S INFLUENCE**

*Other parts of the organization largely do not know about what we do. They perform projects in spaces such as automotive, navigation, biomedical, and secure systems.*

**How might we better add awareness of what we do, and foster relationships with those parts of the business?**

Big Ideas (go for a diverse set!)

- A** \_\_\_\_\_
- B** \_\_\_\_\_
- C** \_\_\_\_\_
- D** \_\_\_\_\_
- E** \_\_\_\_\_
- F** \_\_\_\_\_
- G** \_\_\_\_\_

Variations on Idea **A**

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_
- 6 \_\_\_\_\_
- 7 \_\_\_\_\_
- 8 \_\_\_\_\_

Variations on Idea **B**

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
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- 5 \_\_\_\_\_
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- 7 \_\_\_\_\_
- 8 \_\_\_\_\_

Variations on Idea **C**

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
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Variations on Idea **D**

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
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Variations on Idea **E**

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
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- 7 \_\_\_\_\_
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Variations on Idea **F**

- 1 \_\_\_\_\_
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- 8 \_\_\_\_\_

Variations on Idea **G**

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
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- 6 \_\_\_\_\_
- 7 \_\_\_\_\_
- 8 \_\_\_\_\_