



GENERATE IDEAS  
IN 10 MINUTES.

LITE

Do the words “be creative” make you break into a cold sweat? Do you imagine you need some magical talent, a cosmic alignment, or a unicorn muse just to spit out an idea? And do you secretly believe creativity means staring at blank pages, walls, or clouds, until lightning strikes?

Here’s the twist: **creativity isn’t magic. It’s muscle. And you can crank out 15-20 ideas in minutes. Yes, MINUTES.** In fact, practice it enough and you’ll be spitting out more ideas, faster than you can say ‘flashstorm!’

I should know. I’ve spent years as an ad creative director, arm-wrestling deadlines that give me weeks, days, sometimes, hours to deliver. Sure, you might say, “Easy for you. You’ve trained for decades!” Fair. But speed isn’t a gift. It’s a habit. And like any habit, you start somewhere.

Here’s where **Flashstorming** comes in. Whether you’re an aspiring ad geek, a curious creator, or someone suddenly put on the spot to “just come up with something”, this is your hack.

Because time waits for no idea. So why should you?

# 5 STEPS: F.L.A.S.H

## 1 FRAME THE PROBLEM

Don't just define it. Flip it on its head! Ask the question in a way that makes your brain squirm.

## 2 LIMIT YOUR TIME.

Forget marathon sessions. Give yourself absurdly short bursts—5, 7, 10 minutes max. A ticking clock is your creative boost.

## 3 AMIAP

(As Many Ideas As Possible)

This is your dump zone. Amplify with creative triggers: random words, memes, doodles, even that weird object on your desk.

## 4 SCRIBBLE FAST. STUPID WELCOMED.

Speed over polish. Ugly handwriting, bad spelling, and "stupid" ideas are all welcomed. In fact, stupid is gold.

## 5 HIT THE HAUL.

Now raid the pile. Circle the gems, smash two together, hammer them into shape.

# 9 BURNING QUESTIONS YOU'RE DYING TO ASK

## **Q: What if an idea is stupid?**

Good. Stupid ideas are the bedrock of great stuff. Keep stupid coming.

## **Q: What if there are awkward silences?**

Silence is just the sound of your brain revving up. Fill it with "what if..." to revive the momentum.

## **Q: What if I'm just not fast enough?**

That's why you're here. We train your creative reflexes so you'll get quicker with every sprint.

## **Q: What if I freeze under pressure?**

Then Flashstorming is your gym. Small, silly reps build confidence until pressure feels like play.

## **Q: Why do I need to think fast when AI can do the job for me?**

Because AI copies patterns. And Flashstorming breaks them. You supply the spark, AI can clean up after.

## **Q: Why not just brainstorm the usual way?**

Because "usual" takes an hour to fill three sticky notes. Flashstorming gets you there before your coffee turns cold.

## **Q: What if I already have a process?**

Perfect. Flashstorming isn't a replacement, it's your creative espresso shot when you need a jolt.

## **Q: What if I only get one good idea out of it?**

That's one more than you had ten minutes ago. And unlike real lightning, Flashstorming makes it strike again.

## **Q: Can this work alone, or only in groups?**

Both. In groups, it's chaos turned brilliance. Solo, it's the hack that stops you from staring at the wall.

# BEFORE WE BEGIN...

Without a strategic outline, your generated ideas are merely decorative. Have this portion clearly drafted and set it aside. You'll need it again later.

## DEFINE:

### Category Norms

This should cover your industry's conventional rules, standards, and expected behaviours. This outlines the box we want to think out of.

### Target Audience

Not "male and female, 8-80 years old" but note down specific needs, desires and pain points of your customers.

### Product

You want to list down your product's specific offering, its differentiation from competition, and how it's currently positioned.

### Business Objective

Complete this sentence.  
**I want to** (action) **in/by** (time frame). Ensure your objectives are Specific, Measurable, Attainable, Relevant, and Time-bound.

# 1 FRAME THE PROBLEM

**WANT GOOD IDEAS?  
CREATE BETTER PROBLEMS!**

Flashstorming Full Edition unlocks more  
tips on how to frame problems.

# How to Frame Problems

To effectively solve a problem, make sure the problem is the right one.

Often, I've gotten ideas rejected not because they weren't creative. But because they weren't addressing the right issue.

Sometimes, what we deem as problems aren't rooted deeply enough. The ideas end up scratching the surface but never getting to the core challenge.

And many times, the brief, or problem statement, is:

- Too vague "we need to be more innovative"
- Too restrictive "our engagement is low"
- Too convoluted "awareness is low and people need education on what our flying robots do and why we do it"

To get a better outcome, I'd say, start out with a better puzzle.

So you might ask, how do I state a predicament so brilliant it sparks an abundance of ideas?

Here are some ways in.

1. **Know who you're solving for.**
2. **Keep asking WHY.**
3. **Frame problems as opportunities.**



**2 LIMIT  
YOUR  
TIME.**

**CREATIVITY WORKS BEST  
UNDER PROPER DURESS.**

Don't believe me? Try it for yourself!  
Set bursts of 5, 7, 10 minutes max.

**3 AMIAP**

As Many Ideas  
As Possible

**4 SCRIBBLE  
FAST,  
STUPID  
WELCOMED.**

**HERE'S WHERE  
THE REAL FUN BEGINS!**

Use any of the following creative triggers to start storming! The trick is to find one trigger and stick to it for the whole bout.

# FLASHSTORMING CREATIVE TRIGGERS

Triggers are great when they spark  
something interesting.

More creative triggers in  
Flashstorming Full Edition.

#1

# 5 W's

Who, what, when, where, why.

Run through the five W's and keep asking questions to spark new angles.

**WHO** is it for?  
Or not for?

**WHAT** is so special about it? Or what should you not shout about?

**WHEN** is it most appropriately or inappropriately used?

**WHERE** is the most relevant or irrelevant place to use it?

**WHY** is this brand/product/service necessary? Why is it important?

#2

# POV FLIP

Wear many hats.  
Take on the brief with different perspectives.

From its own POV.

From a kid looking on.

From a hidden camera.

From the ceiling fan.

From the competition.

From a higher being.

As a love letter.

As an action movie.

As a horror story.

What other POVs can you come up with?

More creative triggers in Flashstorming Full System.

**5 HIT  
THE  
HAUL.**

## **THE ART OF KILLING YOUR BABIES**

Great job with the ideas! Now what?

# 8 QUESTIONS

Storming is fun. But here comes the most uncomfortable part: going through those beautifully, albeit painstakingly, dreamed up concepts. It's time to kill your babies.

## Strategic Fit (Rate 1–5)

- #1** Does it solve the real problem?
- #2** Does it solve it in a differentiated way?

If an idea fails here, discard immediately. No further debate.

## Distinctiveness (Rate 1–5)

- #3** is it insightful?
- #4** Does it create strategic advantage?
- #5** is it simple to understand?

If it's insightful but not simple >> refine.

If it's simple but not strategically advantageous >> weak.

If it's original but not insightful >> gimmicky.

## Commercial Strength (Rate 1–5)

- #6** is it feasible?
- #7** is it expandable?
- #8** is it marketable?

Mark your total score out of 15.  
Anything **below 10** >> Discard.  
**10–12** >> Refine.  
**13+** >> Develop.

Creativity isn't a club. it's a habit. Keep practicing, even for 5 minutes a day. You'll be Flashstorming like a pro in no time.

