



# ZenStorming™

## Brainstorming Solutions for the 21st Century

**If you want more quality ideas in less time, Call Toll Free and discuss your project with Michael at 1-866-801-8737.**

*If you decide to use ZenStorming™ and are not satisfied by the results, you will get your money back\**

*“Individual creativity is very intimate and personal. So, it’s important to learn how to listen to your own instincts, to listen to your inner voice—or find your inner voice—so that your self-expression becomes authentic and grounded and not simply a function of what you think people want to hear, what’s fashionable or what you think you should do as a life-long task.... Creativity is very much about being intimate with yourself, but also a number of things that, frankly, are difficult, if not sometimes impossible, to articulate.”*

*John Kao -Innovator, Artist, Author of “Innovation Nation”*

**ZenStorming™ harnesses the inner voice, innovation at its most authentic...**

You’ve got a pressing need for new ideas, new products, or a new direction. So you turn down a well trodden path, pulling multiple people into a room to throw out ideas for hours on end... This technique is so ingrained in our corporate cultures that it has become second nature. Yet, scientific studies show that traditional brainstorming does not always lead to the most or the best solutions. This is because traditional brainstorming suffers from issues such as production blocking, evaluation apprehension, free-riding, shared view effect, and group think to name a few(1,2). ZenStorming™ minimizes the impact of these cognitive roadblocks by using technology and a different methodology to eliminate the productivity issues associated with traditional brainstorming.

The result? Each individual contributes in a powerful way, less time is spent in meetings, and more and better quality ideas and solutions are generated. By simply guiding the process in a carefully controlled manner, the whole becomes greater than the sum of its parts.

Contact Michael Plishka at 1-866-801-8737 to discuss how ZenStorming™ can help you generate more quality ideas in less time.

1. Bernard A. Nijstad and Wolfgang Stroebe; **How the Group Affects the Mind: A Cognitive Model of Idea Generation in Groups**; *Pers Soc Psychol Rev* 2006; 10; 186
2. Erich H. Witte; **Toward a Group Facilitation Technique for Project Teams**; *Group Processes Intergroup Relations* 2007; 10; 299

*Creativity and Science  
in Harmony...*  
**ZenStorming™**

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## Advantages of ZenStorming™...

- Michael Plishka will not only facilitate but he will ZenStorm™ as well so you get an additional team member with years of creative problem solving to his credit.
- Ultimate realization of human talent. *Each person plays to their strength and as a result others build off this expertise* Greater number of quality ideas in less time.
- *Two hours ZenStorming™ will out perform a traditional brainstorming in the same timeframe.*
- Primarily done entirely electronically to save on travel costs.
- Aspects of human interaction that inhibit effective idea creation are avoided as the process is done anonymously with respect to other team members (However, actual trace-ability is never lost for ideas when it comes time to patent ideas and document ownership)

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## Meet Michael your Creativity Consultant...

Michael Plishka is an experienced innovator with over 17 years of experience. He has over 15 patents issued and pending in the US and internationally. He is an accomplished performing musician and artist who teaches and writes with joy and passion. In addition to his Bachelors in Mechanical Engineering he has a Masters of Theology.



ZenStorming™ was developed through years of careful observation and experimentation. The goal was to develop a system for coming up with more ideas in a shorter timeframe. These techniques are tried and true and supported by research in group-think. Whether you need new product ideas or solutions to problems, you can ZenStorm™ your solution with greater efficiency and more cost effectively. Contact Michael Plishka for a free consultation at 1-866-801-8737.

## Contact Information

Toll Free at 1-866-801-8737

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*“Making the  
simple  
complicated is  
commonplace;  
making the  
complicated  
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awesomely  
simple, that's  
creativity.”  
– Charles  
Mingus*