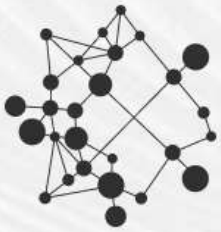
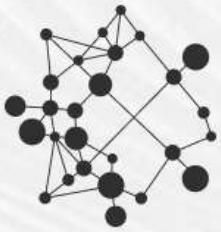


Don't ask AI for the best idea. Ask it for many ideas. Choosing is your job.



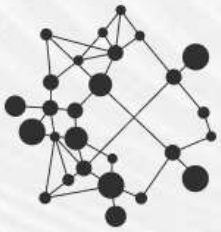
AI changes your role. You're no longer just the idea generator.

You're the one who selects, combines and improves ideas.



Generate many options

DON’T	"Give me an idea."
BETTER	"Generate 7 possible approaches and explain the strengths and limitations of each."



Curate, don't copy

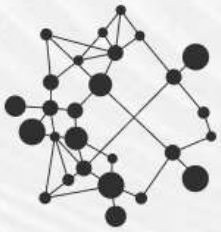
Don't pick the first answer. Compare ideas. Combine them. Discard weak ones.

Evaluate them based on:

IMPACT

FEASIBILITY

EVIDENCE



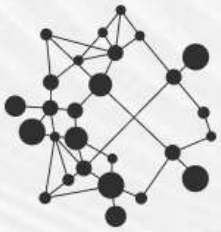
Build something usable

Don't ask for a draft.

Ask for a usable first version.

Then ask:

"What are the three things I should test before using this in the real world?"



AI can generate hundreds of ideas.

Human value lies in choosing the right ones. For your context, your audience, your need.

Take away

GENERATE **CURATE** **BUILD**

AI accelerates creativity.
You provide direction, judgement and meaning.

When you brainstorm, do you use AI to generate ideas... or to challenge them? Save this post for your next brainstorming session.