

Idea Trees

Idea trees don't have roots in the ground—their roots are in your brain. Idea trees are handy when your brain is brimming with ideas that need a sprouting place; they can grow up, down, sideways or in any direction you like. Since idea trees root in your imagination, their branches and leaves are made of thoughts that (naturally) sway and rustle during brainstorming. Let your mind loose.

Idea trees can be developed any number of ways. The example below simply demonstrates one way you might go about growing one of your own. Note: in the spirit of growing things, this idea tree “sprouts” from the bottom of this paper.

