

Kimberly-Clark Launches IdeaStorm™ Brainstorming Tool to Help Teams Innovate

DALLAS, Aug. 24, 2017 /PRNewswire/ -- Want to add more original thinking to your work? [Kimberly-Clark](#), creator of iconic brands such as Kleenex, Huggies and U by Kotex, has launched [IdeaStorm™](#), a new, dynamic brainstorming tool that unlocks the power of different thinking styles to foster creativity in the workplace.



Kimberly-Clark unveiled IdeaStorm at the Association of National Advertisers' Innovation Day Conference in Las Vegas on August 24th. In addition to rolling out IdeaStorm to its own teams, Kimberly-Clark is offering the tool free of charge to individuals and organizations who want to generate new ideas to achieve their goals.

"We all have individual thinking styles that lead us to approach idea generation and problem solving in a consistent way," said Thomas Merrill, senior director of Global R&D, Innovation and Capability for Kimberly-Clark. "IdeaStorm is designed to help teams break creative barriers and identify fresh solutions by using different original thinking styles for short bursts of time."

IdeaStorm was inspired by discussions among Kimberly-Clark employees about ways to tap the power of different thinking styles in the workplace. This innovative tool leverages the distinctive mindsets of eight Original Thinker types, such as the Dreamer, whose belief that anything is possible helps them accomplish what others consider impossible, and the Nonconformist, whose "outside the box" approach always gives people something new to consider.

Using the IdeaStorm method, an Original Thinker type is randomly assigned to the entire brainstorming group, or to each individual in the group. Participants then brainstorm as the assigned Original Thinker type to provide a fresh, new perspective. When time is called, the Original Thinker types are reassigned and the brainstorming is repeated as many times as needed to generate the desired amount of ideas.

"The beauty of IdeaStorm is that it can be used by anyone, whether alone or in a group -- both in-person and virtual -- to achieve breakthrough ideas," said Merrill. "Kimberly-Clark is freely sharing this tool with everyone to celebrate the value of Original Thinking in seizing opportunities, solving the toughest challenges, and building a better future."

The IdeaStorm brainstorming tool is available for free, download [here](#). Participants are encouraged to use the IdeaStorm Starter Guide and Brainstorming Cards. These two easy-to-use elements form the foundation for an innovative, fun and productive IdeaStorm brainstorming session.

Kimberly-Clark recommends adding IdeaStorm to the traditional methods applied to brainstorming and problem solving. The key to its success is the ability to adapt the mindsets of others, and the simplicity and ease-of-use of both the tool and the playing cards.

Join the Conversation

Visit [WelcomeOriginalThinkers.com](#) to learn more and take the [Original Thinkers Quiz](#) to determine your personal thinking style. Use #IdeaStorm and #OriginalThinkers to join the conversation; connect on [LinkedIn](#), [Facebook](#), [Instagram](#) or [Twitter](#) to explore open positions at Kimberly-Clark.

About Kimberly-Clark

Kimberly-Clark (NYSE: KMB) and its well-known global brands are an indispensable part of life for people in more than 175 countries. Every day, nearly a quarter of the world's population trust Kimberly-Clark's brands and the solutions they provide to enhance their health, hygiene, and well-being. With brands such as Kleenex, Scott, Huggies, Pull-Ups, Kotex and Depend, Kimberly-Clark holds No. 1 or No. 2 share positions in 80 countries. To keep up with the latest news and to learn more about the company's 145-year history of innovation, visit www.kimberly-clark.com or follow us on Facebook or Twitter.

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