Using Scriblink as a forum for brainstorming in the business world:

<table>
<thead>
<tr>
<th><strong>Objectives</strong></th>
<th>In this example, Scriblink is used as a public forum within a business to brainstorm ideas for a new product. Because of the nature of Scriblink, people can access it throughout the day and check the new ideas that have been posted.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Overview</strong></td>
<td>In this example, Scriblink is being used much like a message board online, except that Scriblink has the advantage of being all condensed onto one page <em>and</em> allows for others to edit material that has already been posted.</td>
</tr>
</tbody>
</table>
| **Materials**   | - Computer with internet access for each person involved with the brainstorming activity  
- A professional and pre-paid Scriblink account |
| **Procedures** | 1. Have each person involved in the brainstorming activity log on to the business section of Scriblink.  
2. Once logged on, have them to begin to brainstorm on the given topic, whether that is ways to make a product more appealing or ways to improve moral in the workplace  
3. Throughout the day, ask that they keep checking back to the blackboard and critiquing the ideas that have been left there.  
- As the admin of this Scriblink, it will be your responsibility to keep tabs on the brainstorming to insure that good ideas aren't being deleted before others look at them and respond.  
4. This activity can last as long as you would like, though it is recommended that it goes no longer than 2 days as it will cut into the efficiency of the people involved in it. |