

ILLOGICAL IDEAS



The coach may also present deliberately some irrational ideas but must make it clear to the client that the aim is generating ideas and not actually choosing any. If the coach presents an extremely illogical idea, he or she might trigger laughter in his or her client or break the ice so that the latter will generate a great deal of good ideas. By the same token, if the client observes the coach also making audacious statements, he or she will also display bravery by expressing some unusual or imaginary ideas. It may also happen that the coachee's idea is not completely unrealistic, but that he or she is simply insecure to communicate it. In such a scenario, a preposterous idea propounded by a coach may help deliver a flash of genius which was initially concealed.

Case Study (Excerpt)

In a brainstorming session, the participants proposed that the factories polluting the environment should pollute their own factories. Although some of them broke out in laughter, this thought led to the promulgation of the law requiring factories being built along the river to satisfy their demand for water from the lower part of the river where they poured their wasted water.