

Brainstorming!

What Is It?

- It is a means of generating ideas.
- It can be used to identify alternatives, obtain a complete list of items and to help solve problems.
- The common principle is to set aside the restrictive thinking processes so that many ideas can be generated.



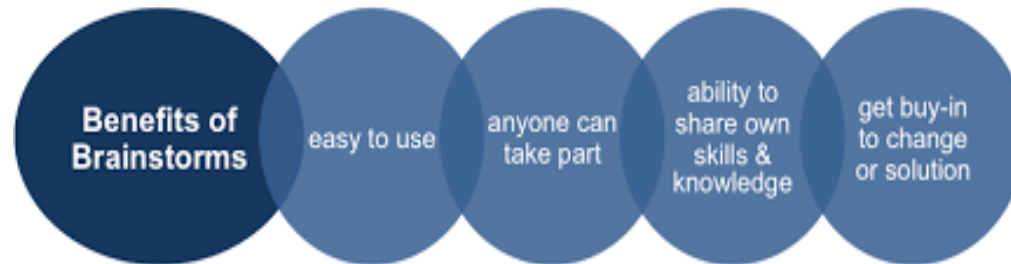
Brainstorming Rules For the Facilitator

- ★ Set the stage
- ★ Capture everything
- ★ Integrate shy members
- ★ Encourage group diversity
- ★ Allow individual brainstorming breaks
- ★ Stay positive
- ★ Stay focused
- ★ OK to invite wild ideas
- ★ Display ideas
- ★ Allow repetitions
- ★ Suspend judgment/criticism
- ★ Share and build on each other's ideas/concepts.



Brainstorming Rules For Participants

- ★ Courtesy and openness are the prerequisites of brainstorming.
- ★ Ideas are no one's property.
- ★ No Idea is kept from the group.
- ★ Be brief.
- ★ Absorb the ideas of others.
- ★ NEVER criticize ideas.



Seven Rules Of Brainstorming



1. Defer judgement
2. Encourage wild ideas
3. Build on the ideas of others
4. Stay focused on the topic
5. One conversation at a time
6. Be visual
7. Go for quantity



Brainstorming Resources

- ◆ **4 Tips to Successful Brainstorming** – Looking for some more brainstorming ground rules? Check out some of these helpful tips.
- ◆ **Why Brainstorming Works Better Online** – If you don't have time to meet up in person, it might be better to take it online.
- ◆ **Give Your Creativity a Boost Using the B.U.I.L.D. Model (Infographic)** – It's not all about following the guidelines for a successful brainstorming session. Check out some of these tips for boosting creativity.

“Done right, brainstorming can be amazing. It’s a lot like a game. If no one plays by the rules, it’s a disaster. But follow them and you’ll be surprised at how freeing and fruitful it can be.”

-- Brendan Boyle, DEO Partner & IDEO Play Lab Founder

Questions?

