

NOTE ON BRAINSTORMING

Definition

Brainstorming is a creativity technique to generate a large number of ideas to solve a problem.

Basic Rules

- 1 : Avoid and withhold criticism
- 2 : Place the focus on quantity of ideas
- 3 : Welcome unusual ideas in a freewheeling environment
- 4 : Hitchhike on other ideas by combining and improving ideas
- 5 : Have fun

Steps

- Step 1 : Consider an ice-breaker exercise, if participants are not used to work together
- Step 2 : Define the problem
- Step 3 : Set a time limit or ideas target
- Step 4 : Facilitator ask participants for their ideas
- Step 5 : Facilitator record all ideas
- Step 6 : Categorize all the ideas
- Step 7 : Evaluate the ideas
- Step 8 : Select the best ones