BRAINSTORMING

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BRAINSTORMING RULES

There are no dumb ideas
No criticism
Build on other people’s ideas
Stay focused
One conversation at a time
Be visual
Quantity over quality
QUESTIONS TO ANSWER BEFORE YOU START

Who will lead or facilitate the brainstorming session?
Who will participate in the brainstorming session?
Who can write very quickly to record the brainstormed ideas without slowing down the group?
Where will the brainstorming session be held?
What materials are needed for brainstorming (easel, paper, white board, pens, etc.)?
What is my brainstorming session desired outcome?
Fear!
Criticism and judgment
Perfection
Showing up cold
A history of inaction
ONE APPROACH

Take turns around the room
Pass if you’re out of ideas
Use Postit notes – group similar ideas
Be “competitive” – fire the team up!