

# 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?**

# KILLERS

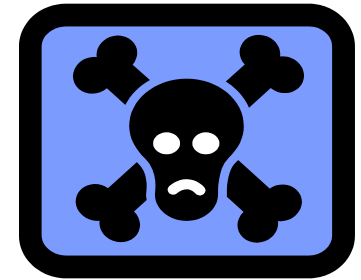
**Fear!**

**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!**

