

BRAINSTORMING

Process for generating creative ideas and solutions through intensive and freewheeling group discussion.

Application

- Generate ideas
- Solve problems
- Develop an Approach
- Drive creativity
- Spark innovation

Steps

1. Choose a facilitator
2. Assemble a group of 8-10 people
3. Select a brainstorming method
4. Review brainstorming rules
5. Generate ideas
6. Record ideas
7. Organize results

METHODS

Popcorn

- Everyone throws out ideas as they occur
- Creates energy and ability to build on each others ideas
- Works best with a dynamic group that knows each other

Round Robin

- Give participants a few minutes to think and prepare then go around the room and everyone gets a turn to contribute
- Keep going around the room until all ideas exhausted

Pass the Hat

- Write ideas on separate slips of paper, fold & put in a box (participants input as many as they like)
- Box with slips are mixed up and then each person selects one to read (round robin fashion)



- No judgement of ideas
- Go for large quantities of ideas
- Build on each other's ideas
- Encourage wild and exaggerated ideas
- Every person and every idea is equal