

BRAINSTORMING



INTRODUCTION

Brainstorming is the name given to a method of gathering many ideas from a team. It helps that the team are creative themselves and alongside others, as one person may trigger an idea in another person. For this reason there are some important rules and different approaches. The belief is that lots of ideas may result in some good ones.

METHOD

1. Form a team of relevant people. (Often outsiders are useful too, to create a dynamic atmosphere).
2. Explain the topic to be developed. Assign the team the task of suggesting ideas for the topic.
3. Collect the ideas.
4. Publish the ideas.
5. Assess the ideas.
6. Develop/progress the ideas for further action.

APPROACHES

One by one each team member is asked for their ideas. These are recorded and added to a visible board (e.g. White Board/Flip chart). This allows each member an opportunity to speak rather than just the loud ones.

Individually team members write their ideas on pieces of sticky paper then attach them to a visible space (e.g. White Board). The ideas are then grouped by subject.

Pre-meeting the members are asked to record their ideas. These are then combined with the teams's. This allows the methodical thinkers time to formulate their thoughts.

RULES

...DURING IDEA COLLECTION

- No criticism (yet)
- Think wild & "out of the box"
- Dream, wish
- Quantity is needed
- Record idea as stated
- Free flow is best
- No questions (yet)
- State ideas quickly
- No enlargement needed (yet)
- State the obvious if you like
- Do not fear repetition
- Combine & improve on others
- Do not fear repetition

...DURING ASSESSMENT

- Only criticise the idea, not the person

"Ideas are like rabbits. You get a couple and learn how to handle them, and pretty soon you have a dozen."

*John Steinbeck
(1902 - 1968)*

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