

# Brainstorming

Spring 2020

## Purpose:

- The purpose of brainstorming is to generate a lot of ideas quickly and allow all the team members to participate equally.

## Definition:

- Brainstorming is a technique used to generate a lot of ideas in a short amount of time drawing on the experience and knowledge of everyone participating. Everything from identifying problem areas, ideas, solutions, or needs.

## When to use:

- This tool is used when input is desired from everyone on a team or in a work group.
- Brainstorm:
  - To identify opportunities for improvement
  - To identify tools needed to approach problem
  - Vacation ideas
  - Potential solutions

# How to use:

1. There are several methods for brainstorming.
  1. (Preferred Method) Everyone has a pad of sticky notes and individually writes down one idea on a single sticky note. Give everyone plenty of time to think of ideas. Many time the best ideas come towards the end of the brainstorming time All ideas are posted on a smooth surface.
  2. A facilitator engages the group and collects ideas as the participants speak. The facilitator ensures that everyone has an opportunities to participate
  3. Each participant has the opportunity to present and idea when it is their turn or they can pass if they don't have any additional ideas

Notes: Ideas are ideas and are not to be discussed or evaluated during the brainstorming session. People can ask for clarification of an idea if necessary.

