# 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.





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