

Brainstorming Techniques

- *Choose a leader/facilitator.*
 - *This will be the person responsible for covering the rules of the meeting, enforcing those rules, and recording the ideas as they are mentioned, or assigning that task to a team member. Also, the facilitator is responsible for providing all the tools needed to make sure the ideas are recorded, i.e. markers, post-it notes, flip charts or other such methods for getting the ideas down.*
- *Develop the rules of engagement.*
 - *Communicate the rules to the team members before the meeting, and inform the members of the expectation of adherence to the rules throughout the meeting. Follow the rules or don't call it a brainstorm.*
- *Allow a free flow of thoughts, but not anarchy.*
 - *Randomly shouted ideas, while most uninhibitive, are also the most confusing and hardest to record. Maintain order to compile a complete list of suggestions.*
- *Watch the clock.*
 - *Putting a time limit on the brainstorming session adds a little bit of pressure, and this pressure can be good. Assign a timekeeper, start and stop promptly, and maintain a brisk, orderly pace to maximize the thought process.*
- *There are no bad ideas.*
 - *One reason for using Brainstorming Techniques is to generate creative solutions to mundane problems. Generalizing, criticizing, or disregarding suggestions tends to alienate team members, and will result in no ideas at all.*
- *Focus on quantity over quality.*
 - *Ideas breed ideas. Try and generate as many suggestions as time allows before sifting through them and separating the gems from the mud.*
- *Fun is fundamental.*
 - *Once the brainstorming has begun, there is a risk of creativity quickly running dry. Create an atmosphere of fun, and keep things light as the process continues to help stimulating creative ideas.*