

Brainstorming

Brainstorming is simply a method for collecting ideas about a problem. It's a time to list ideas; but, it is not a time to evaluate ideas.

Materials needed:

- Sticky notes (You do not have to use sticky notes. You could just list the ideas. Sticky notes give you an ease in moving ideas around *AFTER* the brainstorming session is complete.)
- Something to write with
- A topic to brainstorm

Time:

- Works best when a time limit is established.
- Commonly use a 5-10 minute time limit

Who is involved:

Can be with as few as one person; but, is most effective in groups of 3-7 people

Directions:

1. Identify the topic and time limit to generate ideas.
2. Ask the participants to begin their ideas about the topic
3. Write each idea on a separate sticky note.

Rules:

- Suspend judgment
- Speak out whatever occurs to you. Can include ideas, facts, related stories, examples, etc.
- Don't edit – be willing to have lame ideas
- Write down all ideas
- Work quickly

Once the time has expired, collect all the sticky notes and place them in such a way that all team members can see them. At this point, the brainstorming process has ended.

What's next? Brainstorming ideas should then be grouped & evaluated. There are multiple methods available to evaluate ideas, including multi-voting, complexity analysis, etc.