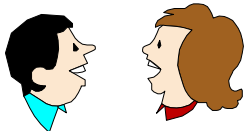




Better Brainstorming Guidelines

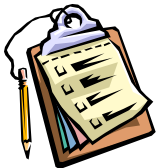
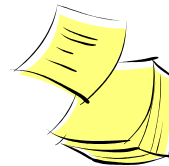
If you want more and better ideas, post and review these guidelines for brainstorming at the beginning of a session. Studies show that this simple step can improve results by 50%.

Judge Later: During the idea generation process, there should be no judgment or discussion – not even groans, frowns or “great idea!” remarks. Just keep pumping out the ideas and go for quantity not quality. The judging process will come later.



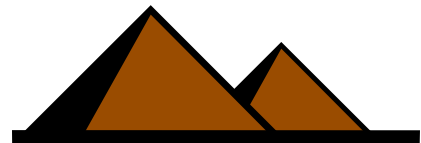
Avoid Discussion: Avoid stories, discussions, and elaborations on how the idea could be done or how great it might be. Just keep generating ideas.

Capture Ideas: Every idea must be captured fully either by a person doing the recording or by each person writing their ideas on sticky notes (one per sheet) or any other capture process.



Be Specific: Every idea should be specific and actionable ... no generalities such as “improve communication.” Each idea should include a noun and a verb, such as “distribute a weekly newsletter.”

Build: Build on other people’s ideas ... make them bigger, smaller, a different color, turn them inside out. Say, “Yes, and ...” For instance: “Yes, and we could distribute it by email or in payroll envelopes.”



Participate: Ideas come from anywhere and everywhere. The best idea may be in the mind of someone who has never, ever had an idea before so it’s important for everyone to contribute all ideas.



Set Time Limit: Set a time limit for generating ideas ... ideally, not more than 30 –45 minutes. At the end of this time, take a short break and assess where you are.



Number Your Ideas: IDEO, the award-winning design firm believes that numbering ideas stimulates the flow of ideas and thinks that 100 ideas per hour indicates a good, fluid brainstorming session.