

BRAINSTORMING TECHNIQUES !

NO CRITICISMS OR EVALUATIONS no one should judge, evaluate, or in any way criticize anything that anyone else says

FREE-WHEELING say whatever comes to mind. No one should hold back. Anything goes. The wilder the idea, the better. "Crazy" and impractical ideas sometimes trigger useful ones.

PLAY WITH YOUR PERSPECTIVE look at the problem from another person's viewpoint. Look at the "What if's ?" , the Good and the Bad, the Pro's and the Con's .

QUANTITY IS WANTED the more ideas, the better. It's easier later to pare down a long list than it is to puff up a short one

COMBINE, CHANGE, IMPROVE add to, modify, improve on other people's ideas. Can another idea be adapted, magnified, minimized, substituted, rearranged, reversed, combined ?

RELAX, PLAY, HAVE FUN the brainstorming session should feel playful and relaxing. When it is going well, it indeed will be fun. There will be an enjoyable mixture of friendly competition and mutual help

SILENCE IS OK during periods of silence, people probably are thinking/incubating ideas. Something good often pops up after a silence.

BRAINSTORMING AND CREATIVITY KILLERS

" No "

" That just won't work. "

" We don't have time "

" Yeah. We've tried that before. "

" That's dumb "

Good idea - but it's too impractical. "

" What ?! "

" We have always done it this way. "

" Don't stir things up. "

" Why try and change things ? "