

How to conduct the Perfect Brainstorm



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Rules of Brainstorming!

I use brain storming and mind mapping a lot to generate new ideas and action plans. Here are some rules to help you to get the most out of your collective session.

Rule 1: Postpone and withhold your judgment of ideas

Do not pass judgment on ideas until the completion of the brainstorming session. Do not suggest that an idea won't work or that it has negative side-effects. All ideas are potentially good so don't judge them until afterwards. At this stage, we will avoid discussing the ideas at all, as this will inevitably involve either criticising or complimenting them.

Ideas should be put forward both as solutions and also as a basis to spark off solutions. Even seemingly daft ideas can spark off better ones. Therefore do not judge the ideas until after the brainstorming process. We will note down all ideas. **There is no such thing as a bad idea.**

The evaluation of ideas takes up valuable brain power which will be devoted to the creation of ideas. We will only spend time generating new ideas.

Rule 2: Encourage wild and exaggerated ideas

It is much easier to tame a wild idea than it is to think of an immediately valid one in the first place. **The 'wilder' the idea the better.** Shout out bizarre and unworkable ideas to see what they spark off. No idea is too ridiculous. State any outlandish ideas. Exaggerate ideas to the extreme.

Rule 3: Quantity counts at this stage, not quality

We will be going for quantity of ideas at this point and will narrow down the list later. We will be extracting as many ideas as possible in the time available.

The more creative ideas we have to choose from, the better. If the number of ideas at the end of the session is very large, there is a greater chance of finding a really good idea.

Keep each idea short, do not describe it in detail - just capture its essence. No clarifications at this stage. Think fast, reflect later.

Rule 4: Build on the ideas put forward by others

Build and expand on the ideas of others. Try and add extra thoughts to each idea. Use other people's ideas as inspiration for your own. Creative people are also good listeners. Combine several of the suggested ideas to explore new possibilities.

It's just as valuable to be able to adapt and improve other people's ideas as it is to generate the initial idea that sets off new trains of thought.

Rule 5: Every person and every idea has equal worth

Every person has a valid viewpoint and a unique perspective on the situation and solution. We want to know yours. In this brainstorming session you can always put forward ideas purely to spark off other people and not just as a final solution. Please participate – your contribution is very important