



Brainstorming

Brainstorming helps a group to create as many ideas as possible in as short a time as possible - without judgment and discussion along the way. It helps to spark creative solutions to problems.

Brainstorming Approaches:

- a. Structured - everyone gives an idea when it is their turn
 - b. Unstructured –group members share ideas as they come to mind
- * We will use the unstructured approach

Three phases of brainstorming

1. Generation- gather ideas
2. Clarification- review making sure everyone's ideas are clear
3. Evaluation- which ideas/suggestions might work

Rules of the Road

- Quantity not quality- more the merrier
- Never criticize an idea – hold all discussion and judgment
- It's fine to piggyback or build on others' ideas
- Be brief- three word maximum if possible

Brainstorming Steps:

1. Generation
 - Review the “Rules of the Road”
 - Agree on the problem or the question- write it down
 - Write every idea on a flip chart using the contributor's words
 - Do it quickly - 5-15 minutes
2. Clarification - review to make sure everyone's ideas are clear
3. Evaluation - decide which ideas/ suggestions might work

Adapted from *The Memory Jogger, A Pocket Guide of Tools for Continuous Improvement*, Methuen, MA: Goal/QPC, 1988.