

Brainstorming

□ What is it

- Brainstorming is a creative and collaborative exercise used to generate a large number of ideas for a specific problem or topic. It typically involves a group of people coming together to share their thoughts and suggestions in a free-flowing and non-judgmental manner. The goal of brainstorming is to foster creativity, encourage innovative thinking, and explore various possibilities without any constraints or criticism.
- Brainstorming can take various forms, including in-person group sessions, virtual meetings, or even individual sessions where individuals jot down ideas on their own before sharing them with others.
- Here are 7 simple rules to help you excel in this practice:
- Be visual ; Go for quantity over quality ; Defer judgment ; Encourage wild ideas ; Stay focused on the topic ; Build on the ideas of others ; One conversation at a time

□□ Key Benefits / Why is this important

- Brainstorming as a collaborative exercise encourages diverse thinking, generating new interpretations, approaches or even new idea candidates relating to the focused topic. This practice delivers optimal results with cross functional and diverse participants.

□□ Techniques supporting this practice

- Ideation workshop
- 6 thinking hats

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