

Proven Brainstorming Techniques



1. Write the objective in the form of a question for all to see.
Example: "*How can we...?*"
2. Encourage all ideas, no matter how seemingly crazy or impractical.
3. Keep it fun and lively! Encourage creativity. Welcome *all* ideas.
4. Don't allow criticism. Assure everyone that no idea will be ridiculed nor considered stupid.
5. The more ideas, the better.
6. Capture all of the group's ideas on a flip chart or computer.
7. After brainstorming ends, evaluate all ideas and choose a plan of action.