

Brainstorming

Brainstorming is used to encourage creative thinking while generating a large number of ideas or issues to work with.

This is usually a group activity designed to generate many ideas in a short period. Individuals may spontaneously call out ideas, or they may take turns, each giving one idea at each turn. Ideas are written down, usually on butcher paper, and no member is allowed to comment on another's idea during the brainstorming session. The recorder may ask for clarification before writing the idea on the butcher paper.

Brainstorming can be structured or unstructured. In structured brainstorming, each team member, in turn, gives an idea. No idea is ever criticized. This continues until each person passes, indicating that they do not have any more ideas to list. Any duplicates are discarded only after the process is complete.

In an unstructured session, ideas are offered randomly, without going around the group in rotation.

Take a moment to clear your mind. Set a timer or note the time on your watch. Make a list of all the ideas that come to you on this topic: In 3 minutes, suggest ways to improve a desk calendar.

How many ideas did you come up with? How many of them would you consider logical? Did you come up with any that seem completely absurd? Did you find yourself making those judgments while you were writing? Did you refrain from writing some down because they seemed ridiculous? In brainstorming, this is not allowed. It is particularly difficult in a group setting to achieve this completely.