

Brainstorming

Brainstorming is a procedure that encourages divergent thinking and the production of many different ideas in a short period of time. It is a method of generating ideas in quantity with the intention of getting the full participation of all group members.

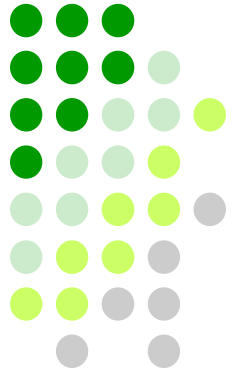
Brainstorming helps a group by:

- Increasing member involvement and participation
- Providing a means of getting the most ideas in a short period of time
- Reducing the need to look for the “right” idea in order to impress authority figures in a group
- Making the session more fun, interesting and stimulating
- Reducing the possibility of negative sub-grouping, competition, or one-upmanship during the problem-solving process

Ways to brainstorm:

- Visualize the extreme opposite of the situation. If you are trying to find a way to get into something, picture instead ways to get out.
- Look at the space around the problem rather than the problem itself. If a committee is no longer contributing like they used to, analyze their behavior in the context of their larger life.
- Reverse the object or change it.
- Assume that all of the information is wrong-that nothing is as it appears to be.
- Do a “newie”. Do something that you’ve never done before.
- Expect the unexpected.
- Be someone else. Put yourself in someone else’s shoes to gain a perspective on why they are as they are.

Open up new avenues of thought, be creative, and above all, have fun.



Dragon Tidbits