

How to: Run a Brainstorm

Summary: *Encourage the maximum contribution in the minimum time.*

5 Rules for running a brainstorm that generate **NOVEL** ideas.

1. **N**o criticism or evaluation of ideas during the session.
2. **O**ne idea after the other to create a free flow of suggestions.
3. **V**olume of ideas should be encouraged.
4. **E**verything should be recorded.
5. **L**eave ideas to incubate (preferably overnight).

The Process

1. State and write up these rules and reference them as needed.
2. Write up the brainstorming subject *"What are all the ways we can....?"*
3. Generate ideas from each person in a free for all.
4. Record ideas where they are visible to everyone.
5. Incubate the ideas. Give each group member a copy.

Running the Session

- Inject speed into the process and keep the momentum going throughout by moving around, talking quickly, and giving lots of praise.
- Use different colored pens, which stimulates the brain and keeps things looking interesting.
- Be enthusiastic about the ideas. Motivate people to participate and contribute when necessary by providing off-the-wall ideas.

Fan the Session

When you've generated lots of ideas, get the group to vote for their three favorites. Ask people what they think of the three top choices, later categorizing their thoughts by:

- **F** is **FOR**
- **A** is **AGAINST**
- **N** is **NEUTRAL**