

Better Brainstorming for Businesses

Purpose: To make brainstorming easier, more efficient, and group friendly!

Brainstorming is the rapid pooling of all and any ideas that a group of people can come up with *before* any discussion or judgment takes place. Every idea is recorded no matter how bizarre or irrational. Brainstorming provides small companies and large corporations alike with innovative and unique ideas for the products or services they offer. Below are a few useful tips for jumpstarting your business' brainstorming.

Steps:

1. Keep a relaxed atmosphere. Meetings should be disciplined but informal. If possible, choose an informal venue.
2. Get the right size team. Brainstorming works best with groups of 5 to 7 people.
3. Choose a leader to help inform group members of all ideas presented.
4. Clearly define the problem.
5. Generate as many ideas as possible.
6. Do not allow any evaluation or discussion.
7. Give everyone equal opportunity to contribute.
8. Write down **EVERY** idea – ensure that all group members can see each idea.
9. When all the ideas are listed, clarify, and make sure everyone understands each item. At this point you can eliminate duplications and remove any ideas the group feels are no longer appropriate.
10. Allow for ideas to incubate - brainstorm in sessions with a few days in between. This gives time for the team think further about the original ideas and later results in new ideas.