Creativity: Brainstorming

With your manager’s help, select a problem that you could brainstorm possible solutions to at your next team meeting. Brainstorming is based on a belief that quantity breeds quality. The more ideas generated, the greater the chance that one will prove to be a high-quality solution. The key to successful brainstorming is to suspend judgment. All ideas are good. Introduce these rules to your team to ensure a successful brainstorming opportunity.

- Suspend judgment.
- Freewheeling is encouraged; all ideas that come to mind are valued—the wilder the ideas the better.
- Quantity is desired; the idea is to have lots of ideas from which to choose.
- Piggybacking is welcome; build on each other’s ideas.
- Post all ideas as you go.
- Allow enough time.
- Encourage humor and playfulness.
- Facilitate the brainstorming session and offer the ideas to your supervisor to select those that might be implemented.