

# TEAM TOOLS: BRAINSTORMING



Brainstorming is a common method for a team to creatively and efficiently generate a high volume of ideas on any topic by creating a process that is free of criticism and judgement.

## PURPOSE

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Encourages open thinking when a team is stuck in "same old way" thinking.

Allows team members to build on each other's creativity while staying focused on their joint mission.

Gets all team members involved and enthusiastic so that a few people don't dominate the whole group.

## RULES FOR BRAINSTORMING

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- 1** Each team member gives ideas in turn. Aim for quantity. Be creative! Hitchhike on other's ideas.
- 2** No idea is criticized or evaluated.
- 3** As ideas are generated, write them down on a flip chart.
- 4** Ideas are generated one at a time until each person passes. You may pass!
- 5** The list is reviewed for clarification and to discard duplicates.