Brainstorming

Brainstorming makes it possible to quickly and, with a minimum effort, extend one's horizon to available experiences, ideas and opinions. For application in groups and in workshops, this method consists of collecting uncommented ideas or suggestions. Thus it is especially used at the beginning of a meeting or workshop in order to gain an overview of the available experiences or ideas to be built upon. Brainstorming sessions are used for solving problems, making product innovations, improving communication patterns, optimizing customer services, scheduling projects, budgeting, etc.

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How to go about it?

1. Introduce a brainstorming question both orally and in writing on chart paper. Set time limits.
2. Invite participants to respond with as many ideas or suggestions as possible, ideally in concise words.
3. Refuse any comment on participants' contributions. Emphasize that all ideas are equally valid.
4. Record each response on cards or chart paper.
5. Group same and related ideas in clusters. Ask «What is missing?»
6. Prioritize and analyze the results. Make participants feel the value added of the brainstorming in a bigger context. Decide on further steps.

More information: www.daretoshare.ch

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