

Brainstorming Guidelines

- Set a time limit and select a time manager before you begin.
- Generate a vast number and variety of ideas, rather than only the “best” ideas.
(Quantity is more important than quality at this point. Analysis of ideas will follow the brainstorming session.)
- One idea at a time.
- Record each idea for all to see.
- Expand or “piggyback” on ideas already listed.
- No evaluation, discussion or comments on ideas.
- Off-beat, zany, unique and creative ideas are encouraged. *(This meeting might not be taking place if all of the traditional ideas had been effective.)*
- Stay on task.