

Brainstorming Guidelines

A simple way for a group to generate multiple ideas

Governmental Services Center

Serving the People Who Service the People



Getting Started: creating the right environment

The meeting Lead helps the participants to:

- Understand the meeting purpose.
- Understand their role.
- Encourages as many ideas as possible.

The team agrees to:

- Not judge the ideas (as good or bad) during brainstorming.
- Not look ahead to making decisions; stay totally in the brainstorming mind-set.
- Build on one another's ideas.
- Encourage participation from everyone in the group.
- Not worry about the words you're using to express an idea. Simply try to describe the picture you're seeing.
- List the ideas that your group comes up with so that you don't lose them.

Creative Stages of Brainstorming

- Generate—strive for quantity, push for 25-35 ideas.
- Percolate—allow some time for generated ideas to grow and develop.
- Illuminate—discuss what was discovered during the percolate stage.
- Validate—test and evaluate the ideas to see how well they work.

For more information on brainstorming, attend our workshops on *Creative Thinking* or *Problem Solving & Decision Making*. Also reference our Course Catalog for other course offerings.

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