

3) What are the benefits of brainstorming? Describe the brainstorming procedure.

Brainstorming, which can also be done individually, is typically a team-based activity in which every team member, with his or her unique differences, comes up with new ideas, open-mindedly. Regardless of how the ideas originate or whether they're organized, brainstorming sessions, which are held in non-judgmental environments, help to expand curiosity among the team members by allowing them to think freely and expand on a main idea that the team agrees to focus on, creating large amounts of input. Due to an abundance of input, the team members have what they need to generate useful information, and can easily combine them into a collective knowledge base. The primary idea that the team focuses on, and supporting ideas which are based on each team member's thoughts, are considered in forming the team's knowledge. On the whole, brainstorming can be done flexibly, encourages psychological safety, and results in increased creativity.

Brainstorming starts out by having the team members gather in a common space or environment, and bring along relevant resources to do this activity (i.e., writing utensils with various colors, a writing board, and index cards/sticky notes). Once the team is settled, the resources are evenly distributed to each team member, who then comes up with the same number of ideas, and writes them on a common writing space. Every time a new idea comes up, the team member who most recently added a new idea passes his or her turn to the next member with a new idea; and this step gets repeated consecutively five times (each taking up to five minutes in duration).

18) How are communication and collaboration charts useful in projects?

Team members use both communication and collaboration tools to connect with one another, and be able to work together at the same time, regardless of their physical location. E-mails and phone calls are the simplest forms of communication that people commonly use nowadays to distribute information. Such communication tools allow for a bi-directional exchange of information in which the sender and receiver can directly interact back-and-forth. Collaboration software is also useful such that team members can use threaded discussion forums to respond to and expand on every successive post; and use concurrent workspaces to efficiently update the team's work in progress. In addition, team members can often rely on these collaboration tools to quickly access information they need, whereas communication tools don't necessarily offer this capability (unless e-mails or phone discussions are automatically saved and archived).

Grade: 89 / 100

Professor's Feedback:

3. Brainstorming is the base of many other idea-generating tools. Benefits are it is easy to conduct and almost no cost.

Don't see the benefits of individual brainstorming as this is a team concept.

Yes, Brainstorming is an idea-generating tool. Undisciplined brainstorming sessions can shut people out who are timid so its important to give everyone the opportunity to contribute. You kind of touches on this when stating "think freely".

In the second paragraph you are specifically talking about Ring Technique as compared to a generic Brainstorm.

18. What you have is valid. Might have mentioned that these tools should allow easy access. Also, while the question did not ask for it, mention of some of tools would have added to the response.