



The golden rules of brainstorming

Generate as many ideas as possible to solve the problem
and then choose the best solution





Ideation – The golden rules of brainstorming



Deferring judgment

You never know where a good idea might come from. The key is to ensure that everyone feels free to say what comes to mind, and to allow others to elaborate.

Encouraging crazy ideas

Crazy ideas often lead to creative leaps. When we have crazy ideas, it's often because we imagine what you're dreaming of without being constrained by the limits of the idea.

Building on other people's ideas

Having a positive, constructive attitude requires a certain amount of skill. When speaking, say “Yes, and...” instead of “Yes, but...”.

Stay focused on the subject

Don't let the discussion get sidetracked, or you risk losing it far beyond your project.

One conversation at a time

Your team has more than enough opportunities to grow from an idea and experience leaps of creativity if everyone is fully attentive.

Be visual

When we brainstorm, we put our ideas on post-it notes and post them on the board. There's nothing like a sketch to communicate an idea.

Look for quantity

Aim to generate as many new ideas as possible. A good session can produce up to 100 ideas in 60 minutes. Publish your ideas quickly and develop the best ones.



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