BRAINSTORM THE ROOT CAUSES

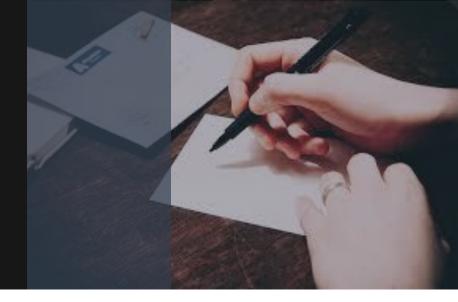


TOPIC: BRAINSTORMING

GENERAL BRAINSTORMING GUIDELINES

- CONDUCT BRAINSTORMING IN SMALL GROUPS (4 8)
- HAND OUT GROUND RULES FOR THE SESSION, CREATE A POSTER OF "PLAYFUL RULES"
- ASK PARTICIPANTS TO DO INDIVIDUAL BRAINSTORMING OR HOMEWORK BEFORE THE GROUP SESSION
- CONSIDER A WARM UP ACTIVITY, ESPECIALLY IF YOU HAVE A NEW GROUP
- TAKE SHORT BREAKS (5 MINUTES) EVERY 15-30 MINUTES
- START AND END WITH "AROUND THE ROOM" TO BE SURE EVERYONE IS HEARD
- MAKE IDEAS VISIBLE AND RECORDABLE
- KEEP TOPIC OPEN PARTICIPANTS OFTEN THINK OF ADDITIONAL IDEAS AFTER SOME TIME HAS PASSED
- NUMBER THE ITEMS

BRAINSTORM THE ROOT CAUSES



TOPIC: BRAINSTORMING

GENERAL BRAINSTORMING GUIDELINES (CONTINUED...)

- ONE PERSON SPEAKS AT A TIME
- BE AWARE OF SUBTLE CRITISM OR PRAISE
- PREPARE A CHECKLIST OF TECHNIQUES FOR EXPANDING IDEAS MODIFY, MINIFY, MAGNIFY OR SUBSTITUTE

7 TIPS TO CONDUCT EFFECTIVE BRAINSTORMING SESSIONS

- 1. ESTABLISH THE NEED FOR A BRAINSTORMING
- 2. DON'T ALLOW PARTICIPANTS TO DEVIATE FROM THE TOPIC
- 3. ENSURE DOMINATING PARTICIPANTS ARE EFFECTIVELY MANAGED
- 4. ENSURE EVERYONE PARTICIPATES IN THE DISCUSSION
- 5. DON'T ENGAGE IN EVALUATING VIABILITY OF THE IDEA
- 6. ANY CRAZY IDEA IS WELCOME
- 7. GENUINELY APPRECIATE AND THANK EVERYONE FOR THEIR CONTRIBUTIONS AT THE END OF THE SESSION