

ASI 2022

Brainstorming

- Group technique for generating ideas
- Allows people to suggest and explore ideas in an atmosphere free of criticism and judgment
- Overcomes cognitive limitations and communication barriers
 - Stimulates imaginative thinking
 - Helps to build a more complete picture
 - Helps to avoid tendency to focus too narrowly too soon
 - Provides more comfortable social setting
- Easy to learn; very little overhead
- It may not produce the same quality and level of detail as some other processes since it is unfacilitated and relatively unstructured

Brainstorming (Contd)

- Group of 4 - 10 people
- The role of the leader is to get the session started
- Brainstorming session has two phases
 - Generation phase – offer as many ideas as possible; do not discuss the merits of the ideas
 - Consolidation phase – ideas are discussed, revised, and organized

Conducting a Brainstorming Session

- Preparation
 - Identifying the participants
 - Designating the leader
 - Scheduling the session
 - Preparing the meeting room
- Generation phase
 - The leader opens the session with a general statement of the problem (a seed expression)
 - Participants generate new ideas

Conducting a Brainstorming Session (Contd)

- Four rules for generation phase
 - Criticism is absolutely forbidden; participants must feel free to express any idea
 - Wild, offbeat, or unconventional ideas are encouraged; they usually lead to really creative approaches to the problem
 - Number of ideas generated should be very large
 - In addition to suggesting totally new ideas, participants should be encouraged to combine or embellish ideas of others

Conducting a Brainstorming Session (Contd)

- All ideas should remain visible to the participants
 - One person is designated to record all the ideas on the flip chart pads
 - Participants step to the flip chart to record their own ideas
 - Several small sheets of papers are placed in the middle of the table where all participants can reach them
- If not enough ideas are being generated the meeting can be stopped and continued at another time
- If enough ideas have been generated and recorded, move to the next phase

Conducting a Brainstorming Session (Contd)

- Consolidation phase
 - Review the ideas for the purpose of clarification; two or more ideas may be combined
 - Discard the ideas that are too wild to be usable
 - Discuss the remaining ideas with the goal of prioritizing them
 - After the session, the leader or other designated person produces a record of all the remaining ideas with their priorities and relevant comments

Online Brainstorming Tools

+ MURAL - <https://www.mural.co/>

+ MIRO - <https://miro.com/online-brainstorm-tool/>

+ IdeaBoardz - <https://ideaboardz.com/>

+ Others.....

