

Enhancing Creativity in Groups and Teams

2020-04-28

Course(s) Used:

- Team and Small Group Communication

Goals and Objectives:

- Students can describe the seven steps of traditional brainstorming

Rationale:

Generating ideas effectively is important for effective group decision-making. Often brainstorming is used casually, without using many of the important steps.

Materials Needed

Materials:

- None

Technology:

- Classroom computer and projector

Outline of the Lesson

1. Review of previous session's content
2. Many groups use brainstorming without knowing the steps
3. Brainstorming¹
 - A. Select a specific problem
 - B. Set a clear time limit
 - C. Ask group members to put aside judgements and evaluations
 - D. Generate ideas
 - E. Permute ideas²
 - F. Record ideas
 - G. Evaluate ideas when time is complete
4. Lesson closing

¹ Steps D, E, and F occur simultaneously

² The acronym "SCAMPER" is used for ways to permute ideas: Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, Reverse

Variations and Accommodations

Follow guidance from local accommodation authorities.