BRAIN STORM AND PRIORITIZE IDEAS.

* Here’s a general brainstorming definition: it’s an approach taken by an individual or team to solve a problem or generate new ideas for the improvement of a product, organization, or strategy.
* No matter your preferred method, most brainstorming techniques involve three steps:

1. Capture ideas
2. Choose which ideas to execute
3. Discuss and ideas critique the

* Every brainstorming technique also involves the same ingredients. All you need is an individual or group of people, a problem to solve or an opportunity to address, and time.

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### Brainstorming challenges

* The golden rule of all brainstorming sessions is quantity over quality. The more ideas you have, the better your chances are that one will be worthy of execution. For these reasons, especially in group brainstorming sessions, be sure all team members check their criticisms at the door and let it be known that the only bad ideas are no ideas.

* Of course, not every brainstorming session will go off without a hitch. Some common brainstorming challenges include:

1. Unbalanced conversations, sometimes due to extroverts dominating discussions
2. The anchoring effect, meaning brainstormers cling to the first few ideas shared and don’t move on to others
3. Awkward silences, which often occur when participants are not prepared

* Perhaps you’ve experienced some of these uncomfortable brainstorming sessions yourself. Thankfully, there are plenty of tried-and-true, and also some unorthodox, brainstorming techniques and tools that tackle just these issues.

