

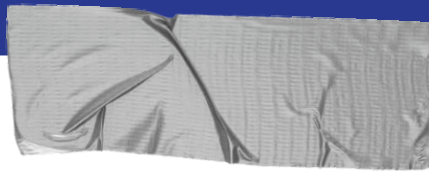
Brainstorming

Definition of Brainstorming

Brainstorming is a **group creativity technique** by which efforts are made to find a conclusion for a specific problem by gathering a list of ideas spontaneously contributed by its members.

In other words, brainstorming is a situation where a group of people meet to generate new ideas and solutions around a specific domain of interest by removing inhibitions.





Origin

Advertising executive **Alex F. Osborn** began developing methods for **creative problem-solving** in 1939.^[1] He was frustrated by employees' inability to develop creative ideas individually for ad campaigns. In response, he began hosting group-thinking sessions and discovered a significant improvement in the quality and quantity of ideas produced by employees. He first termed the process as organized ideation and was later dubbed by participants as "brainstorm sessions", taking the concept after the use of "the brain to storm a problem."[[]

Osborn claimed that two method contribute to “ideative efficacy”:

1. Defer judgment

2. Reach for quantity



Tip

1. Go for quantity
2. Withhold criticism
3. Welcome wild ideas
4. combine and improve ideas

Application:

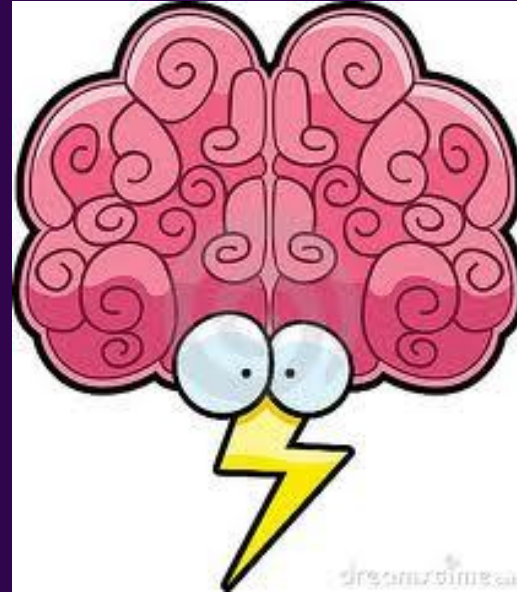
Osborn notes that brainstorming should address a specific question; he held that sessions addressing multiple questions were inefficient.

Further, the problem must require the generation of ideas rather than judgment; he uses examples such as generating possible names for a product as proper brainstorming material, whereas analytical judgments such as whether or not to marry do not have any need for brainstorming

RULES

There are four basic rules in brainstorming.

- 1) Focus on quantity: If lots of ideas are generated it will be easy to produce a radical and effective solution.
- 2) Reserve criticism: Don't comment on any ideas. First accept all, at a later stage judge.





3)Welcome unusual ideas:To get a good and long list of ideas,unusual ideas are welcomed.

4)Combine and improve ideas:Good ideas may be combined to form a single better idea.



PROCEDURE

- Decide on the question or topic that you will present to the group during brainstorming.
- Give yourself a time limit.
- Choose the participants from five to twelve.

new ideas



- Plan how you will record the results of brainstorming session.
- Describe what you will do with the data.
- Go through all the ideas and make sure that the meaning of idea is clear.

SOUND GROUND RULES:

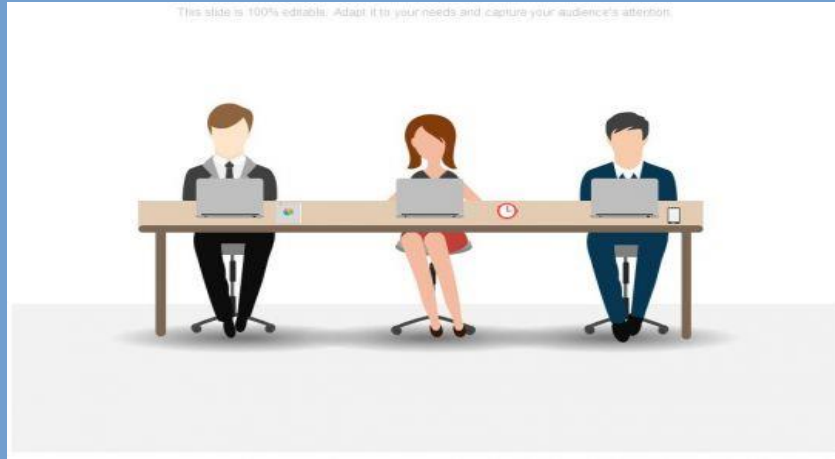
- PREPARING YOURSELF AND YOUR TEAM
- LOCATION: The location should be comfortable and separate from distractions
- You will need at least one hour, maybe two
- Some requirements are: pen, paper, post it Note, marker and white board

BRAINSTORMING

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PURPOSE:



- Good brainstorming sessions are not random in planning
- Prep the team with a series of questions and answers that you are searching
- Focus on contextual, primary and secondary research

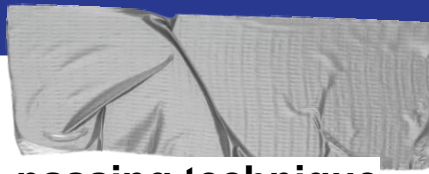
RESULT :-

- Know what you are going to do with the data you have gathered
- Establish and communicate the process you will use to select and refine ideas



Types of brainstorming:

1. **Group passing technique**
 2. **Team idea mapping method**
 3. **Directed brainstorming**
 4. **Guided brainstorming**
 5. **Individual brainstorming**
 6. **Question brainstorming**
 7. **Affinity Diagrams**
 8. **Electronic Brainstorming (EBS)**
 9. **Reverse Brainstorming**
-



Group passing technique

- Each person in a circular group writes down one idea, and then passes the piece of paper to the next person, who adds some thoughts. This continues until everybody gets his or her original piece of paper back. By this time, it is likely that the group will have extensively elaborated on each idea.

Team idea mapping method

This method of brainstorming works by the method of **association**. It may improve collaboration and increase the quantity of ideas, and is designed so that all attendees participate and no ideas are rejected.

The process begins with a well-defined topic. Each participant brainstorms individually, then all the ideas are merged onto one large idea map. During this consolidation phase, participants may discover a common understanding of the issues as they share the meanings behind their ideas. During this sharing, new ideas may arise by the association, and they are added to the map as well. Once all the ideas are captured, the group can prioritize and/or take action.

Directed brainstorming

Directed brainstorming is a variation of electronic brainstorming (described below). It can be done manually or with computers. Directed brainstorming works when the solution space (that is, the set of criteria for evaluating a good idea) is known prior to the session. If known, those criteria can be used to constrain the ideation process intentionally.

In directed brainstorming, each participant is given one sheet of paper (or electronic form) and told the brainstorming question. They are asked to produce one response and stop, then all of the papers (or forms) are randomly swapped among the participants. The participants are asked to look at the idea they received and to create a new idea that improves on that idea based on the initial criteria. The forms are then swapped again and respondents are asked to improve upon the ideas, and the process is repeated for three or more rounds.

In the laboratory, directed brainstorming has been found to almost triple the productivity of groups over electronic brainstorming.

Story for illustration purposes only

Guided brainstorming

A guided brainstorming session is time set aside to brainstorm either individually or as a collective group about a particular subject under the constraints of perspective and time. This type of brainstorming removes all cause for conflict and constraints conversations while stimulating critical and creative thinking in an engaging, balanced environment.

Participants are asked to adopt different mindsets for pre-defined period of time while contributing their ideas to a central mind map drawn by a pre-appointed scribe. Having examined a multi-perspective point of view, participants seemingly see the simple solutions that collectively create greater growth. Action is assigned individually.

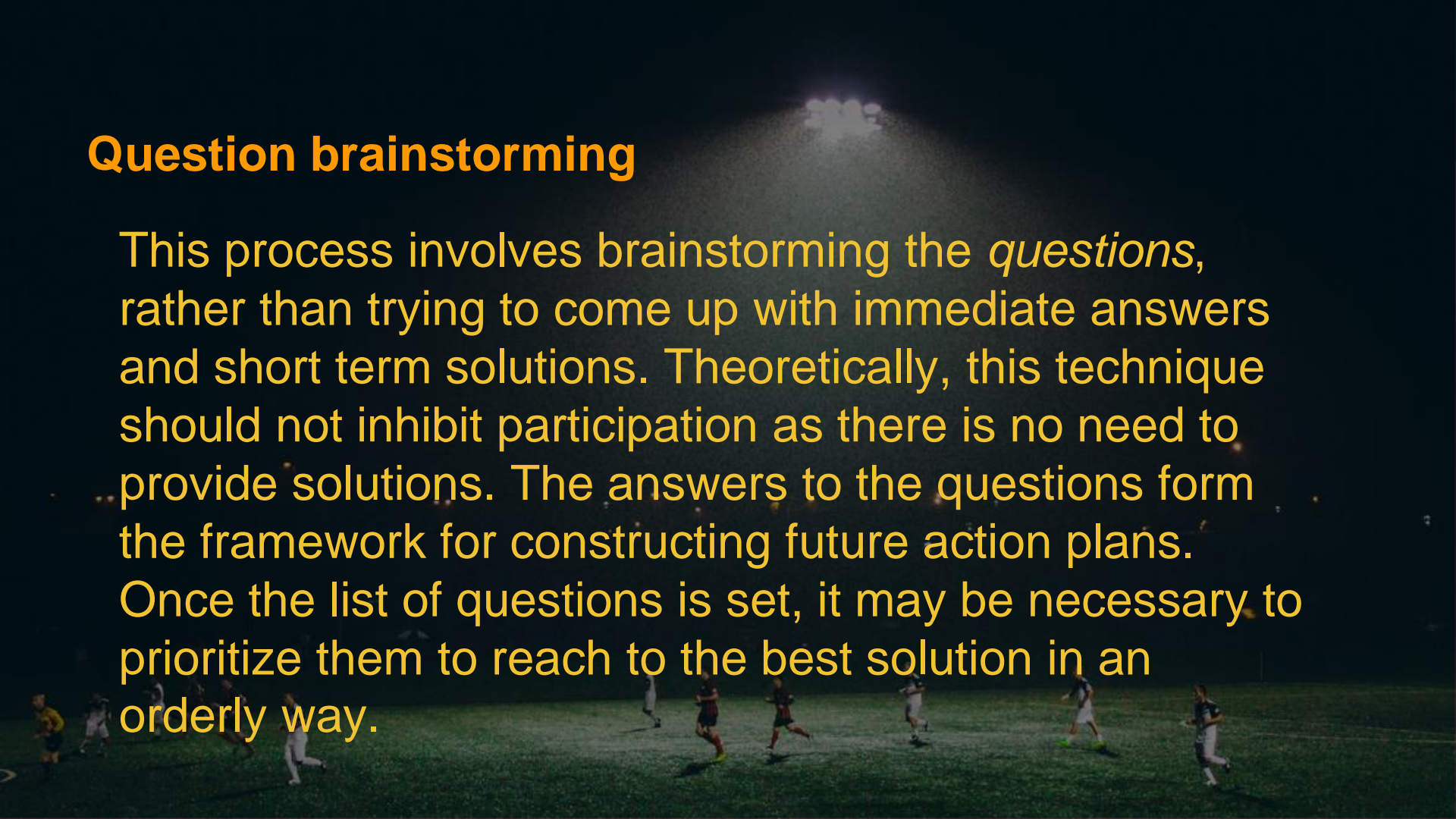
Individual brainstorming

"Individual brainstorming" is the use of brainstorming in solitary situations. It typically includes such techniques as **free writing**, free speaking, word association, and drawing a **mind map**, which is a visual note taking technique in which people diagram their thoughts. Individual brainstorming is a useful method in **creative writing** and has been shown to be superior to traditional group brainstorming.

Question brainstorming

This process involves brainstorming the *questions*, rather than trying to come up with immediate answers and short term solutions. Theoretically, this technique should not inhibit participation as there is no need to provide solutions. The answers to the questions form the framework for constructing future action plans.

Once the list of questions is set, it may be necessary to prioritize them to reach to the best solution in an orderly way.

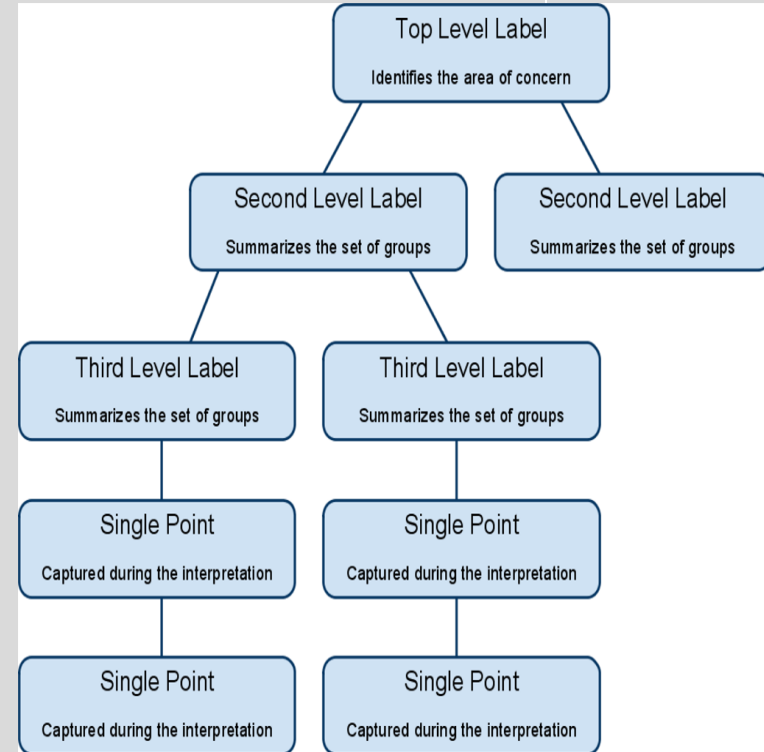


Affinity Diagrams



Based on their inherent qualities, **affinity** diagrams are tools that are the categorization of information into 4 different quadrants. These are also classified as under Visual types of Brainstorming. These affinity diagrams have multiple uses but can be useful in providing context for brainstorming sessions or idea creations.

Once the ideas are recorded, they are divided into categories and subcategories which leads to expansion of ideas which can then be segregated to form an action plan.



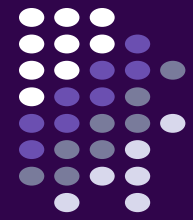
Electronic(Digital Medium) Brainstorming (EBS)

When an electric medium is used to collaborate an idea such as video conferencing it is known as electronic brainstorming. The common network is used where every team member will contribute an idea or suggestion and the suggestions can be adjusted put together to form a meaningful conclusion.

Reverse Brainstorming

Reverse brainstorming helps you to solve problems by combining brainstorming and reversal techniques. By combining these, you can extend your use of brainstorming to draw out even more creative ideas. In reverse brainstorming we remove all the counter productive methods or ideas and reach to very effective and productive ideas.

ADVANTAGES & DISADVANTAGES OF BRAINSTORMING



ADVANTAGES

- * Many ideas can be generated in a short time.
- * Requires few material resources.
- * The results can be used immediately or for possible use in other projects.

- * Is a “*democratic*” way of generating ideas.
- * The concept of brainstorming is easy to understand.



DISADVANTAGES

- * Requires an experienced and sensitive facilitator who understands the social psychology of small groups.
- * Requires a dedication to quantity rather than quality.





- * Shy people can have difficulties in participating.
- * May not be appropriate for some business or international cultures.



REG.NO.	NAME
I8BEC0621	NAYAN KESHRI
I8BEC0665	KATAM PAVAN KUMAR REDDY
I8BEC0675	AYUSH ANAND
I8BEC0773	SWAPNADEEP SARKAR
I8BEC0793	ABHISHEK KESHARWANI
I8BEE0112	SOMDYUTI DAS ADHIKARY
I8BEE0132	ROHAN MATHUR
I8BEI0128	KSHITIJ DUBEY
I8BIT0272	PRIYAL BHARDWAJ
I8BIT0318	AKSHIT SAWNANI



The End