

Brainstorming; The Basic Method (Taken from “The Universal Traveler”, by Koberg & Bagnall)

General Information:

- What stops most people from behaving as creatively as they'd like to be? **Fear**
- Instead of fearing to be wrong, it's far more positive and productive to try being right.
- Whereas fear stems from uncertainty, bravery requires commitment and a strong belief in one's self and one's purpose and intention.
- A creative person is commonly defined as “someone with ideas”.

Basic Guidelines to Brainstorming:

The idea-seeking question;

- An idea-seeking question is one that begs for options to a specific problem.
- The classic example begins with “**What are all the ways...?**”
- “What are all the ways to save water?”
- ALL must be emphasized!

The four rules;

1. Quantity is wanted.
 - Ten ideas per minute is your goal.
 - Write as quickly and briefly as possible.
 - Don't waste time 'writing out' your ideas, a quick word or two will work.
2. Freewheeling is necessary.
 - Have no fear.
 - No idea is wrong, silly, impossible or dumb (at this point anyway).
 - Note: just because you allow yourself to think, say and behave freely for ten minutes during a brainstorming session, does not mean that you have become permanently changed into something you are not. It does suggest, however, that you can control your creative behavior when necessary.
3. Defer Judgment
 - You are generating options, NOT deciding on ideas.
 - Decision-making comes later: after a large number of alternatives are available.
 - Bite your tongue (lose the thought) when you find yourself getting critical.
 - Anything is possible.
4. Tag-on
 - Grab on to part of a previous idea.
 - When the flow stops, read earlier ideas and expand on it.

Establish a time limit before you begin.

Always write out the idea-seeking question. Reread it during the process when the flow stops.

Review the four rules and follow them.

Begin the actual process.

Afterwards, rewrite your 'mess'. Organize if need be.

Judge the ideas and decide on the solution.

If an idea sounds good but doesn't seem possible, do another brainstorm to make it possible.

You can say, write or scribble out ideas during a brainstorming session.