

Rules for formal brainstorming

- 1) No holding back: Any idea can be brought up for discussion.
- 2) No boundaries: Nothing is too outrageous.
- 3) No criticizing: Not until the final discussion and not in a mean way.
- 4) No limit: There is no such thing as too many ideas.
- 5) No restrictions: Ideas can come from any and all experiences anyone has.
- 6) No shame: No one should be made to feel embarrassed about contributing an idea.

Steps in formal brainstorming

Step 1: Given 2-3 minutes, everyone writes down their ideas.

Step 2: Take turns reading them

Step 3: As ideas are being read, new ideas will be triggered in your head. Write those down on your own sheet as well.

Step 4: Note taker compiles a list of generated ideas from team members.

Step 5: Group discusses ideas one-by-one, keeping agreed-upon ones and tossing others.