



13 RULES FOR EFFECTIVE BRAINSTORMING

1

GET THE RIGHT NUMBER OF STORMERS

5–7 participants is the optimal number—everyone has a voice, and every voice is needed.

2

DON'T FILL THE ROOM WITH THE SAME PERSON

Find a diverse group of perspectives and experiences to yield more and better ideas.

3

NO POP QUIZZES

Give brainstorm participants at least 2 days' notice and tell them what they'll be solving.

4

VALUE TIME

Tell your brainstormers how long the session will be (1.5 – 2 hours is good) and stick to it.

5

INPUT FOR OUTPUT

Immerse your brainstormers in the world of the problem with an input exercise.

6

HAVE SOMETHING UP YOUR SLEEVE

Surprise your brainstormers with something as simple as snacks or as elaborate as décor.

7

START THE FIRE WITH A CREATIVE MATCH

Get brainstormers limbered up conceptually with a creative exercise to start the session.

8

BRING IN THE PLAY

Keep the energy high by being playful and strategically inserting games into the session.

9

LEAVE THE JUDGE AT THE DOOR

Stay focused on divergent thinking by allowing all ideas to be shared and valued.

10

IF YOU UNROLL IT, THEY WILL DRAW

Line the brainstorming table with paper so everyone can document their own ideas.

11

BE THE COACH

When ideas are hard to come by, alter the problem slightly to get the team solving again.

12

CAPTURE RESIDUAL IDEAS

Create and communicate a way to capture ideas that stormers develop after the session.

13

CHANNEL YOUR INNER BACKSLAPPER

Don't forget to thank and encourage the people who gave you their heart, soul, and ideas.

