

Yesterday
I dared to
struggle.
Today I
dare to win.

*Bernadette
Devlin*

BRAIN STORMING

Brainstorming encourages **creative thinking** and **quick production** of a lot of different ideas. Generating the ideas requires **full participation** from all group members. No one evaluates, judges or criticizes the ideas during brainstorming; it is a time for **free association** of ideas and for opening new avenues of thought.

Brainstorming helps a group by

- O Increasing member involvement and participation
- O Providing a means of getting the most ideas in the shortest period of time
- O Making the session more fun, interesting and stimulating

Brainstorming Ground Rules

- O During the initial brainstorming, all criticism and evaluation of ideas is suspended.
- O Wild ideas are expected in the spontaneity that evolves when ideas are flowing and judgment is suspended. Practical considerations are not important at this point. The session should be free-wheeling.
- O Once a list of 10 ideas from each person participating is generated, begin discussing each idea. Toss out impractical, wild ideas (dinner on the moon) and focus on the realistic options.

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