

BRAINSTORMING

The best approach for ideas generation in any Ideas Factory meeting is to brainstorm effectively.

Rules of Engagement for Brainstorming

There are certain rules to apply with any 'brainstorming' during Ideas Factory meetings as follows:

- > The topic for brainstorming should be objectively defined so that there is a clear target for all ideas to follow
- > Everyone is to come to a meeting with no preconceptions
- > Everyone is invited to contribute to the discussion
- > No idea is a silly idea and every idea is most welcome
- > Everything that is said is to be written down as it comes to mind, with a scribe to record everything so that a list of alternatives is compiled quickly. All ideas are recorded.
- > During compilation of the list of alternatives, no value judgments should be spoken out, whether positive or negative
- > Those participating can piggy back on another person's idea
- > All ideas need to be action oriented
- > All ideas need to be specific rather than general (so that, if someone suggests a general concept, then the meeting facilitator can seek elaboration to make the idea specific and action based)
- > The facilitator of the meeting is permitted to help the process of the meeting (provided that the merit of ideas is not discussed until the end of brainstorming)
- > When everyone has had an opportunity to contribute their ideas, then the meeting becomes a 'free for all' by all ideas being canvassed to ascertain those that are most acceptable and receiving enthusiastic support
- > Then it is important to action matters and to delegate tasks to specific individuals
- > A written report summarising outcome, action and responsibility for actions is prepared and distributed to all.

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