Brainstorming

Is your group stumped for innovative ideas?
Do you do the same activities each and every year?
Brainstorming has the potential to get everyone excited and involved in your organization.

First of all ... you must set the stage:

- The goal is to get as many ideas as possible. The more ideas you have to choose from, the better your final choice will be!
- Set up a time limit of 15 minutes and break into groups of no more than 15 people.
- Focus on just one issue.
- Record all responses on a chalkboard or big sheets of newsprint so everyone can see them; don’t record the name of the person suggesting. Record only key words and phrases.

Second . . . explain the rules:

- Do not discuss, criticize, or praise ideas
- Be spontaneous -- no hand raising, just call out
- Repetitions are OK
- Quantity counts
- Build on each other’s ideas
- It’s okay to be outrageous, even silly

Third . . . make use of your creativity:

- Group ideas into related categories for review.
- Decide which ideas are most promising, which need adaptation, and which can be eliminated (can be done by group putting pluses and minuses by items).
- Select those with the greatest potential and high-ranking priority for either implementation or refinement by committee.
- Be sure to utilize the ideas generated. It is frustrating for a group to invest its time, energy and creativity only to have its ideas disappear. On the other hand, seeing your idea come to fruition is extremely rewarding.