



In preparation for this brainstorming session, we have considered:

Brainstorming Preparation

- Who will lead or facilitate the brainstorming session?
- Who will participate in the brainstorming session?
- Who can write very quickly and accurately to record the brainstormed ideas without slowing down the group?
- Where will the brainstorming session be held?
- How long will the actual brainstorm be? 15-60 minutes is normal
- What materials are needed for brainstorming
- What is the desired outcome of the brainstorming session?
- How will the ideas be ranked?

Brainstorming Rules

During a brainstorming session, the following rules will help facilitate to ensure the process can be successful:

1. There is no such thing as a bad or dumb idea
2. Build on each other people's ideas – combining, expanding, modification is encouraged
3. One conversation at a time.
4. Quantity counts – not quality. Be creative
5. Capture all the ideas
6. No judgments or criticism