

Team Problem Solving

The Tool	Brainstorming
What is it?	The goal of brainstorming is to generate many ideas and options related to a specific purpose. Subsequent processing allows the group to sort and prioritize ideas
When to Use it	At the beginning - when a team needs to generate as many ideas as possible to solve a problem or initiate a new project
What you need	Flip Chart Paper/ large Post it notes or Electronic White Board

How to work with this

1. Define the problem or state the topic clearly. Write this at the top of the flipchart.
2. Make sure that all participants have a clear, shared understanding of the topic or problem for which they are generating ideas.
3. Set a timeframe for the brainstorming
4. Brief everyone on Groundrules e.g.
 - No idea is too wild (They can trigger other ideas and new directions)
 - Quantity. Every idea should be expressed
 - Combine and Piggyback on ideas
 - Discussion of ideas is not permitted (until after the brainstorming)
 - Criticism and negative comments regarding ideas is not permitted
5. Call for ideas and rotate around the group using a rapid round robin
6. Record every idea on the flipchart (or post its). Remember the goal is to generate as many ideas as possible at this stage. Processing will come later.
7. The end result is a flip chart full of ideas (or plastered with large Post-It notes)