

## Team Thinking

### The Tool

Negative Brainstorming

### What is it?

What do you do when your brainstorm doesn't storm or the team runs out of ideas or you want to surface underlying resistance or you just want to make sure you've exhausted every possibility?

You can try a negative brainstorm.

This technique taps into our tendency to see the negative side of things. When a new idea is suggested it is often easier to think of reasons why it won't work rather than looking for what's good. Also there may be situations where it's very difficult to involve "negative" team members in the group discussion. Negative brainstorming can help us to reverse our thinking so we see things from a different perspective, which in turn generates a new "storm" of ideas.

### When to Use it

- Kickstart thinking when the team comes to a standstill
- Enable more constructive contribution from negative team members (Caution: Avoid deteriorating into "blamestorming")

### What you need

Flip Chart Paper or Electronic Board

### How to Work with This

1. Write the problem on the flipchart.
2. Brainstorm everything that could make the *problem worse*.
3. Then explore each item for new ideas and solutions

Example:

