The Rules of Brainstorming

A brainstorming session needs to be well managed to ensure the maximum amount of good suggestions are captured.

Write up and explain the rules of Brainstorming:

- All ideas are valid.
- A wild or crazy idea often sparks others.
- Do not laugh.
- It is not a blame exercise.
- Do not edit or criticise ideas offered.
- Build on the ideas of others.

Set a time limit, 30 minutes is usually enough.

Go round the table in turn to encourage all to participate. This is the Round Robin approach, but be wary of participants who may be put off in a group environment.

Alternatively use a freewheeling format where all ideas are called out as and when they occur.

Some silence is okay – this is idea incubation time. Give a last call for ideas when the silences become more frequent and prolonged.

Bring the session to a halt when ideas have dried up.

Thank all the participants at the end.