Brainstorming

Brainstorming is a process for developing creative solutions to problems. It works by focusing on a problem and deliberately coming up with as many solutions as possible.

Ideas are shared **but not evaluated** during a brainstorming session.

Once the brainstorming session has been completed, the results of the session can be analyzed and the best solutions can be explored either using further brainstorming or more conventional solutions.

Brainstorming sessions are most effective when the facilitator:

- Encourages participation

- Promotes enthusiasm within the group

- Does not express or allow any negative comments about suggested solutions

- Ensures that analysis of all suggestions takes place after the session