

## Brainstorming

Brainstorming is typically a group process aimed at generating ideas relating to a specific topic. However, individuals can also brainstorm.

Uses: to develop new perspectives on a topic or help you solve problems.

### Brainstorming principles:

- Focus on the question/topic
- No criticism of others' ideas
- Encourage divergent thinking
- Build on each others' ideas.

### How to brainstorm:

Have a focus for group members to react to, such as a topic word in the centre of a whiteboard.

Participants react by drawing lines from the topic word and writing their own words that either describe the characteristics of the topic, or are associated in some way to the word.

Also, participants to place post it notes on the whiteboard, and these can be shifted around as necessary to bring together similar ideas.

Ask participants to examine the topic from the point of view of another person or object will further generate reaction to the topic.

Photograph the result for analysis later.

### Final tips

- The process requires time to develop new thought and divergent ideas
- The goal is to generate possibilities, not find solutions. Filtering the ideas to final solutions or key points that you want to then research or investigate comes after the brainstorming session
- If it is a group brainstorming session, then group dynamics will play a part and quieter members may need encouragement to participate more fully.

### References:

Mumaw, S. (2014). Learning Brainstorming. Retrieved from Lynda.com database.