



HOW TO BRAINSTORM

LEVEL 1
TOOLS

Launching



Brainstorming is a technique your UBT will use to generate ideas

Brainstorming involves *everyone* in the UBTC. It permits new and even unusual ideas to surface, produces many choices, encourages synergy, and discourages negative input. When brainstorming, all UBTC members contribute ideas while a recorder captures them as they are suggested.

WHEN TO USE



A UBTC uses brainstorming when creating options for potential projects or improvement ideas.

BENEFITS



- Involves everyone in the problem-solving process
- Develops creative and innovative ideas
- Generates options that meet varying interests
- Enlarges the pool of options to be considered

TIPS FOR EFFECTIVE USE



- Imagine, wonder, dream, share mental images, synonyms, play on words, use free associations, and even farfetched ideas
- Take risks
- Don't censor your own ideas (or others)
- Build on everyone's ideas
- Listen, combine, adapt, expand
- Don't worry about similarities or duplications or perfecting an idea
- Aim for quantity, not quality

WHAT TO AVOID



Do not critique, evaluate, ridicule or otherwise comment negatively on any idea during brainstorming.

UBTC members who hear immediate criticism may feel inhibited or embarrassed and withdraw from the process. Initial ideas may not be the best, but they often lead to excellent ones. Remember, criticism interrupts the flow of developing ideas!