

Brainstorming

Working in Groups

In the instant ideas are generated we cannot know whether they are good ideas or poor ideas, or whether hidden in the 'off the wall' suggestion there is a germ for an idea that could revolutionise what we do now. It is important that we suspend judgement until we have time to explore the ideas objectively. If we don't suspend judgement and instead try to evaluate ideas immediately we risk measuring them against our previous experiences and prejudices. Relying on past experience to solve problems is flawed - in today's fast changing world what was true last week may not be true today.

Another problem is that if we criticise or question ideas that are generated we could very well be discouraging others from making suggestions. So premature evaluation of ideas risks not only losing the idea we haven't properly explored, but also those that we will no longer even hear.

In any idea generation session it is important therefore that:

- All ideas are welcomed.
- People are encouraged to suggest anything that comes to mind.
- All ideas are recorded.
- No evaluation of ideas takes place.

Notes: