

## Brainstorming

The most effective brainstorms focus on quantity and creativity over quality and immediate feasibility. By allowing your team to generate and comfortably communicate as many ideas as possible (even the wild and crazy ones) you will find that you collectively dream big in a much more impactful way.

### How to Brainstorm

- 1** Start by communicating the following brainstorming rules.
  - Defer judgement
  - Stay focused on the topic
  - Build on the ideas of others
  - Be visual
  - Encourage wild ideas
  - Go for quantity
  - One conversation at a time
- 2** Present the question or customer need you want the team to solve and write it down on a large sheet of paper or whiteboard. Pass out post-its to each team member and ask each person to write down their idea and add it to the board. Talk about each idea and encourage the team to build on the ideas of others.
- 3** Encourage teams to listen to each others' ideas and respond with "Yes, and.." instead of "Yes, but...". Another helpful response for idea generation is "I like.." and "I wonder..." In addition use some of the following methods to get your team to stretch their creative thinking even further.
  - Mind Maps
  - Lotus Blossoms
  - 7 to get 1

### Process Phase



understand

**ideate**

experiment

More Resources:

[www.sprintdesignthinking.com/tools.html](http://www.sprintdesignthinking.com/tools.html)