

Better Brainstorms

Four content rules

1. Defer Judgment

- Say Yes!
- Save analysis and evaluation for later

2. Go for quantity

- Fluency - lots of ideas
- Flexibility - lots of *different* ideas

3. Get radical

- Encourage wild, eccentric, improbable ideas
- Easier to tone down than pump up

4. Leapfrog

- Build on others' ideas
- Let yours go into the mix

Four process rules

5. Stay focused on topic

- A loose thread can throw you off
- Turn it around to something that relates

6. One conversation at a time

- Let everyone get their idea out
- Bring side discussions onto the table

7. Headline it

- Express the essence and move on
- Maintain flow

8. Be visual

- Get the right brain working