RULES FOR BRAINSTORMING SESSION

1. There are no dumb ideas. Period. It is a brainstorming session, not a serious matter that requires only serious solutions. Remember, this is one of the more fun tools of discussion, so keep the whole family involved!

2. Don’t criticize other people’s ideas. This is not a debate, discussion or forum for one person to display superiority over another.

3. Build on other people’s ideas. Often an idea suggested by one person can trigger a bigger and/or better idea by another person. Or a variation of an idea suggested could be the next “velcro” idea. It is this building of ideas that leads to out of the box thinking and fantastic ideas.

4. Reverse the thought of “quality over quantity.” Here we want quantity; the more creative ideas the better. As a facilitator, you can even make it a challenge to come up with as many ideas as possible.

Other brainstorming preparation questions:

- Who will lead or facilitate the brainstorming session?
- Who will participate in the brainstorming session?
- Who can write very quickly to record the brainstormed ideas without slowing down the group?
- Where will the brainstorming session be held?
- What materials are needed for brainstorming (paper, white board, pens, etc.)?
- What is my brainstorming session desired outcome?