

# Brainstorming

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Brainstorming

“If you don’t know where  
you’re going, you’ll end up  
somewhere else.”

*-Alfred Adler*

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## What is Brainstorming?

Brainstorming is a way to compile a list of ideas on a specific subject and encourage greater involvement of members.

## Benefits of Brainstorming

- Documents what a group knows collectively.
- Creativity is stimulated.
- Everyone gets involved.

## How to Brainstorm

- Leader reviews/clarifies the subject.
- Set a time limit.
- Take turns offering ideas.
- Leader records each idea on a board, while a recorder writes them down.
- Emphasis is on quantity of ideas.
- Procedure continues until participants run out of ideas.
- Leader concludes session by asking for last thoughts before moving on.

## Rules for Brainstorming

- One brief, clear statement at a time.
- Ideas offered in turn only.
- No criticism, comments, discussion, questions or praise as ideas are presented.
- Flow moves quickly from one person to the next.
- Participants “pass” if they have no thought.
- Any idea is acceptable.
- Have Fun!

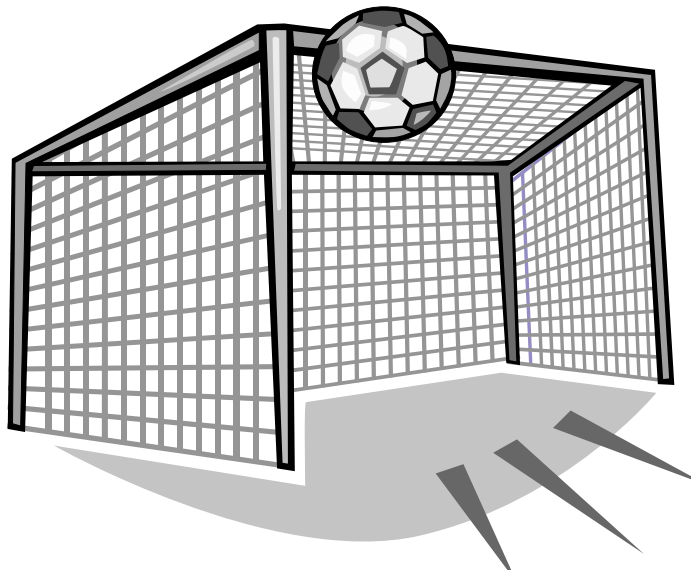
## Discussion/Clarification

- Discuss points in question.
- Delete irrelevant, off limits, and uninfluenced ideas.
- Combine duplicate ideas.



## What is a goal?

A goal is something you would like to achieve. Goals provide direction with the intent of improving performance; they clarify and communicate what you are striving for. Goals are a basis for recognition, accomplishment, and realizing success!



## Goals Should be SMART

*Specific* – You must be able to describe/envision it.

*Measurable* – If you can't measure it, don't plan on achieving it.

*Achievable* – A goal shouldn't be a cakewalk, but it also cannot be something that is so near-impossible to achieve that it burns you out.

*Relevant* – A goal should motivate you. It must address and affect both personal and professional development.

*Timely* – The goal must be set within a timeframe that is important to all involved.

## The Goal Setting Process

1. Define your goal clearly and specifically.
2. List the benefits of achieving the goal.
3. Set target dates for completion.
4. Determine what is feasible to work on in the time available.
5. Prioritize your goals.
6. Identify obstacles to overcome.
7. Determine the skills and knowledge needed.
8. Develop a detailed plan of action.
9. Evaluate the process and make sure that you are on target. Modify if necessary.