IS OUR ORGANIZATION STUMPED FOR NEW IDEAS?

BRAINSTORMING

HELP YOUR ORGANIZATION FIND A FRESH APPROACH TO CAMPUS EVENTS, ORGANIZATION AND MEETING MANAGEMENT, AND MORE!

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.
• Combine duplicate ideas.

For more information:
http://leadership.uoregon.edu/resources/exercises_tips/organization/brainstorming