

# What is Brainstorming?

A tool used by teams for creative exploration of options in an environment free of criticism.

# Benefits of Brainstorming

- Creativity
- Large number of ideas
- All team members involved
- Sense of ownership in decisions
- Input to other tools

# Brainstorming Ground Rules

- Active participation by everyone
- No discussion
- Build on others' ideas

# Brainstorming Ground Rules

- Display ideas as presented
- Set a time limit
- Clarify and combine

# Brainstorming Sequence

- Review the rules
- Set a time limit
- State the question
- Collect ideas
  - > structured
  - > unstructured

# Brainstorming Sequence

- Record and display ideas
- Clarify the meaning
- Eliminate duplications

# Brainstorming Exercise

*What can be done to ensure  
the proper disposal of recyclable  
material on the base?*