

Guidesheet 2 – Brainstorming Project Ideas

The purpose of brainstorming is to develop ideas, freely – without the fear of criticism, or making mistakes. Within this freedom, we are able to discover new solutions, suggest novel collaborations, form new relationships – In other words, to think “outside the box.”

1. Decide who will be responsible for enforcing these guidelines and give them permission to do so.
2. Document everyone’s comments on a board or flip chart that everyone can see. Repeat written comments to the speaker and make sure they reflect what the speaker meant.
3. Give each person the opportunity to speak and create a reasonable time limit.
4. Throw out as many ideas as possible. Feel free to change your mind.
5. Use “I” statements (“I think...”). Don’t speak for others.
6. Be honest and tactful.
7. Listen well to other people’s ideas.
8. Build on others’ ideas when possible.
9. No put-downs or criticism. Be respectful. Don’t argue about others’ ideas. Don’t challenge others’ ideas.
10. Don’t worry about practicality or logistics. Those concerns are for later discussions.
11. Decide what action should be taken as a result on the discussion, who will be responsible for that action, and provide that person with the notes from the meeting.