

Brainstorming Guidelines

- 1. Don't critique ideas.**
 - Don't take time to evaluate ideas; it interrupts the flow of ideas.
 - Don't kill or discourage contributions with judgmental remarks such as:
 - That is ridiculous.
 - We've already tried that.
 - Who ever heard of that?

- 2. Use freewheeling imagination.**
 - Let your mind work freely.
 - Don't prevent ideas from emerging by rigidly adhering to logical thinking.
 - Don't feel bound by budget, time, staff, or other resource constraints.
 - Share mental images, synonyms, play-on-words, free associations, farfetched ideas.
 - Assume no constraints. To stimulate additional ideas, pretend that the group owns the company and that manpower, materials, machinery, current methods and money are no obstacles.
 - Break old paradigms, create new paradigms.

- 3. Build on others' ideas.**
 - Combine, expand, hitchhike, piggyback

- 4. Aim for quantity.**
 - The more ideas you can bring out, the better.
 - Don't worry about duplicates.
 - You are not aiming for quality at this point, only quantity.