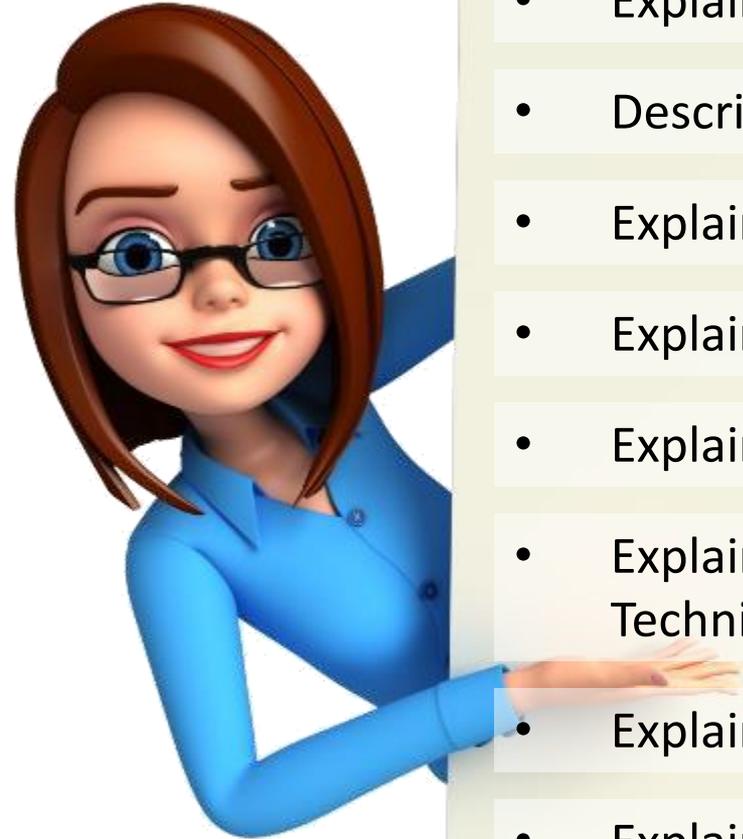




Brainstorming Skills

Objectives



- Explain What is Brainstorming
- Describe the Brainstorming Principles
- Explain the Brainstorming Process
- Explain the Silent Brainstorming Technique
- Explain the Question Brainstorming Technique
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- List the Ground Rules of Brainstorming
- List the Tips to Follow for Brainstorming

Introduction



XYZ Inc. is a leading software giant.

It has a wide clientele base spread across several countries.

Introduction

Quality Control

Excellent!

Very Good

Good

Poor

Reject

Now, more and more projects are coming to XYZ as the organization follows global quality standards.

Introduction

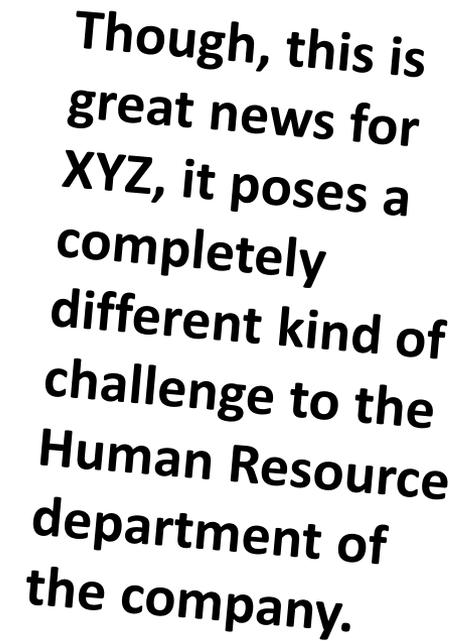


As XYZ continues to grow and cross greater turnover landmarks, it sees different kinds of projects coming its way.

Introduction

The word "CHALLENGE" is rendered in large, 3D block letters. The letters are white with a red outline and are set against a white background. The letters are slightly shadowed and reflected on the surface below them, giving them a three-dimensional appearance. This graphic is displayed on the screen of a laptop.

CHALLENGE

A notepad with a brown cover and a yellow pencil is shown. The notepad has several colored tabs (red, yellow, green, blue) on the right side. The text is written in a bold, black, sans-serif font on the white page of the notepad.

Though, this is great news for XYZ, it poses a completely different kind of challenge to the Human Resource department of the company.

Introduction



The Human Resource department has noticed that the many of the new projects that have come in are only about two to three months long.

Introduction



Also, most projects require unique skills sets and require resources of different skills from one project to another.

Introduction

CREATE A SOLUTION

The HR department has to now think of a way as to how they can handle such several new skill-based projects that have come in.

Introduction



The HR department also faces the pressure to provide the necessary resources to handle the several other existing projects in a year to cater to its numerous clients spread across the globe.

Introduction



2 Projects

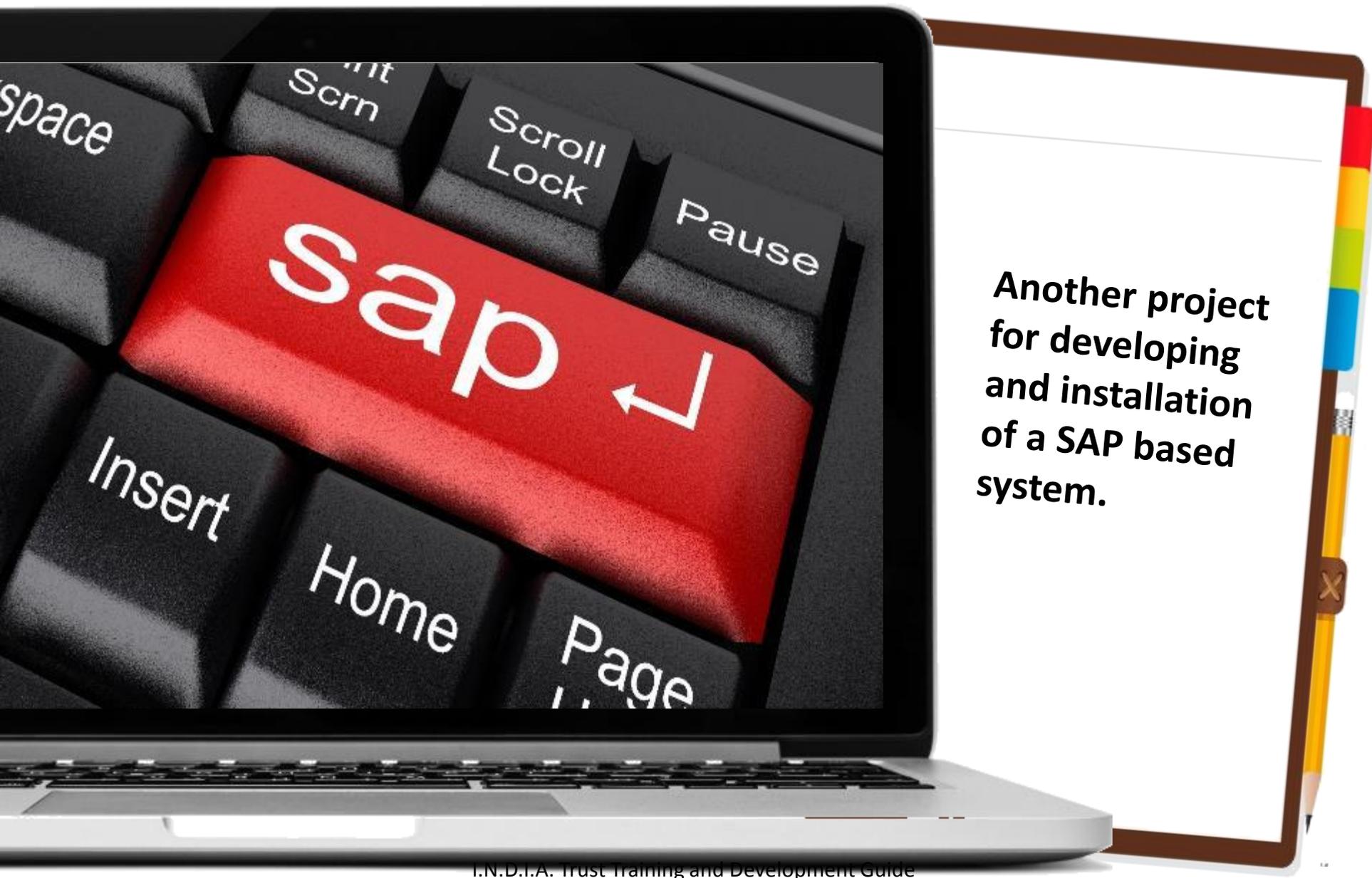
The most recent and prestigious projects that XYZ has recently acquired are two different projects.

Introduction



**One project for
developing a Java
based software.**

Introduction



Another project for developing and installation of a SAP based system.

Introduction



Let us try to find out how XYZ' HR department handles such staffing pressures.

Introduction



Kirk Patrick, the Head of the Human Resource department calls for a meeting with all his team members working in the HR department.

Introduction



After a few minutes of discussion, Kirk realizes that many people have different ideas or suggestions on how the challenge of staffing different skill-based projects of short-duration can be overcome.

Introduction

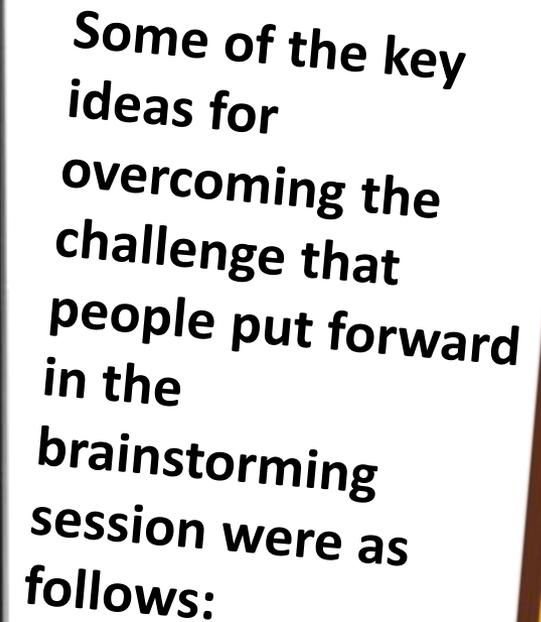


Kirk decides to conduct a brainstorming session at the meeting where everyone's viewpoints can be taken into consideration and ways of overcoming the challenge can be decided with everyone's approval.

Introduction



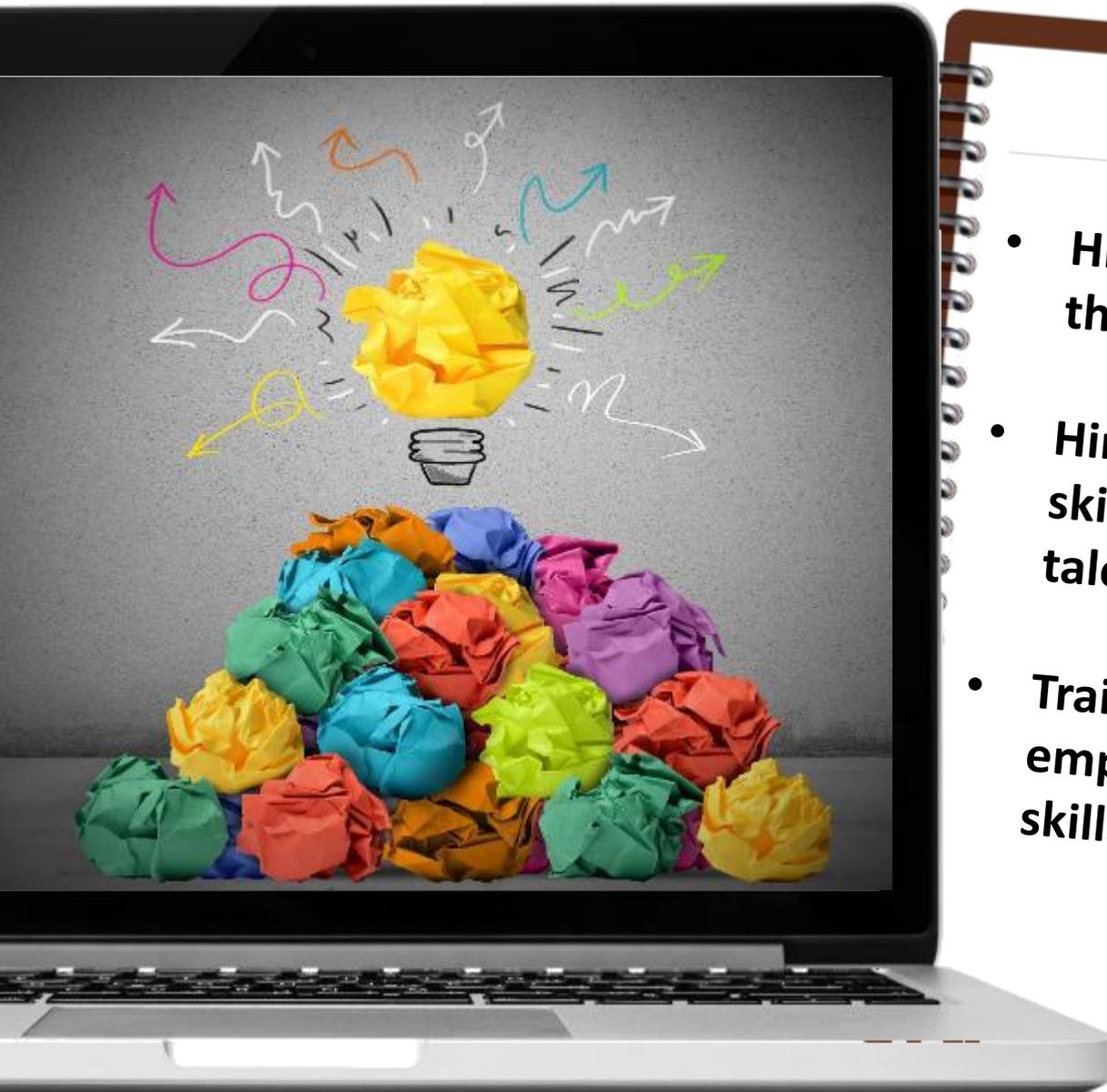
**RISE
TO
CHALLENGE**

The image shows a laptop screen displaying the words "RISE TO CHALLENGE" in a bold, 3D, red and white font. The letters are stacked and have a slight shadow, giving them a three-dimensional appearance. The background of the screen is white.

Some of the key ideas for overcoming the challenge that people put forward in the brainstorming session were as follows:

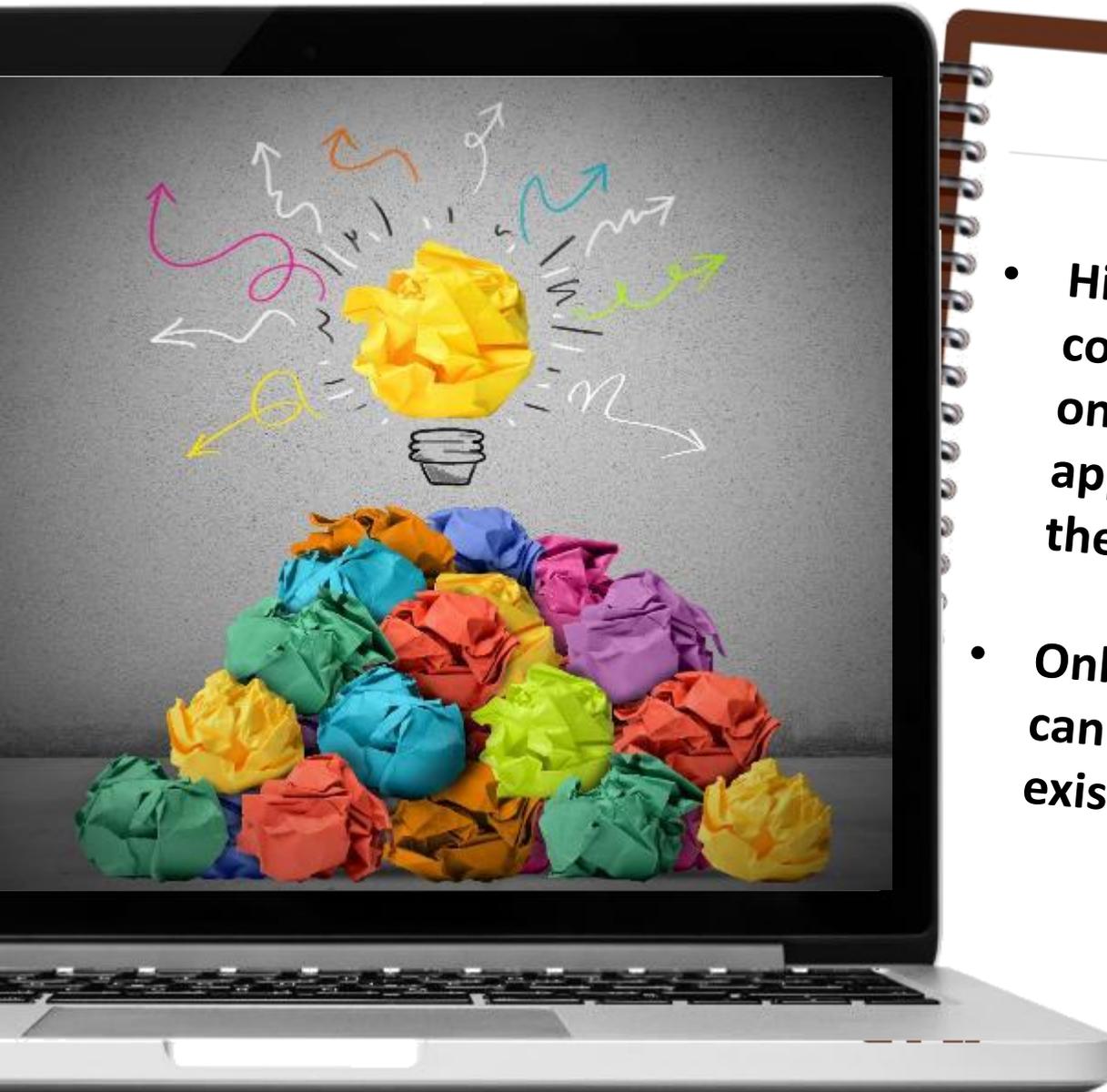
The image shows a notepad with a brown cover and a yellow pencil. The notepad is open, and the text is written on the white page. The text is in a bold, black font and is slightly tilted to the right. The notepad has a red, yellow, and green tab on the right side.

Introduction



- Hire more people with the new required skills
- Hire people with different skill sets or multi-talented skills
- Train the existing employees in the new skills

Introduction



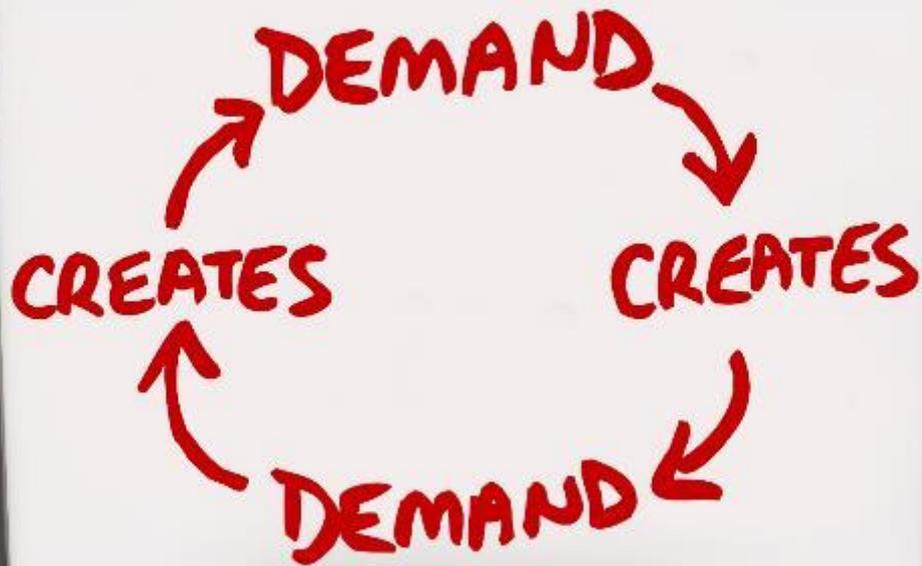
- **Hire independent contractors or freelancers on contract-basis with appropriate skill sets for the short-term projects**
- **Only take projects that can be handled by the existing employees**

Introduction



After going through the various ideas or suggestions put forward, all the people at the meeting together decided by consensus that the best way to overcome the staffing challenge is by using a policy of hiring independent contractors or freelancers to fulfil such short term projects.

Introduction



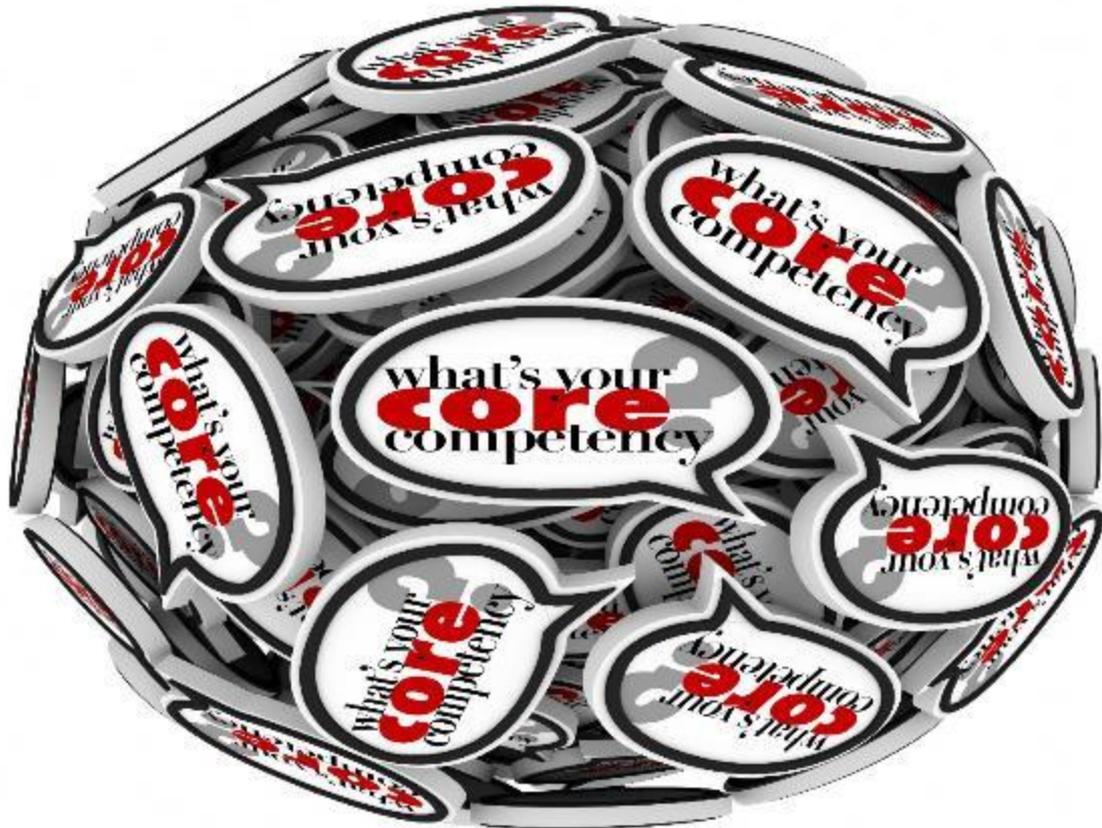
In this way, the HR department will be able to cater to the demand for varying skill-sets of different projects while keeping the recruitment and overhead costs low.

Introduction



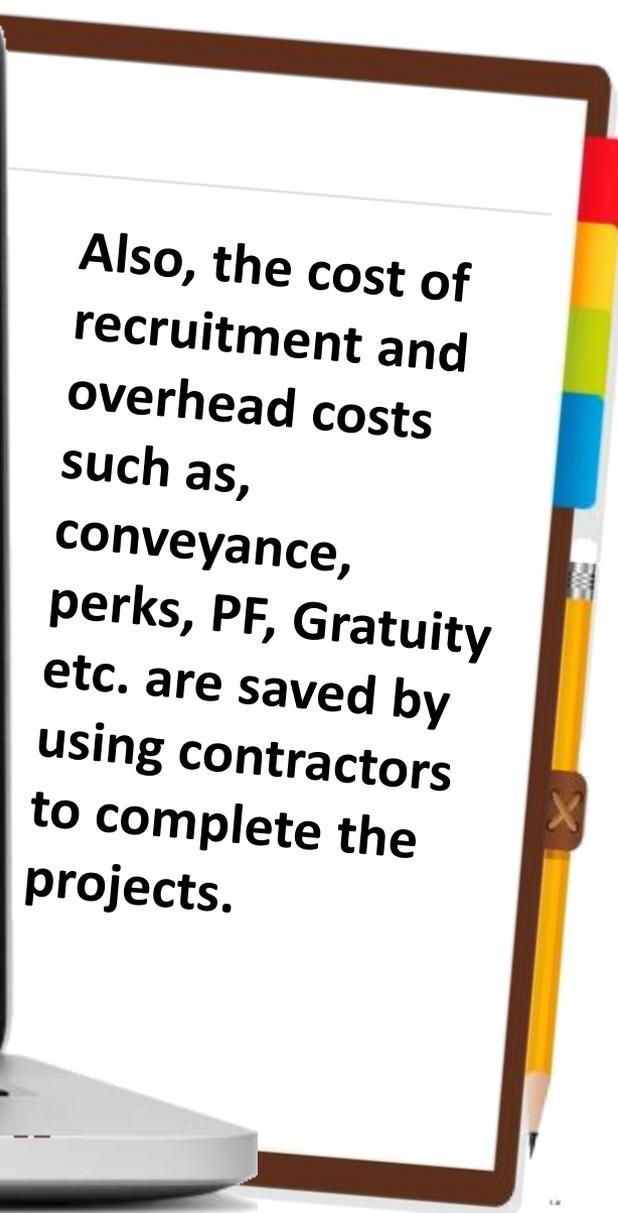
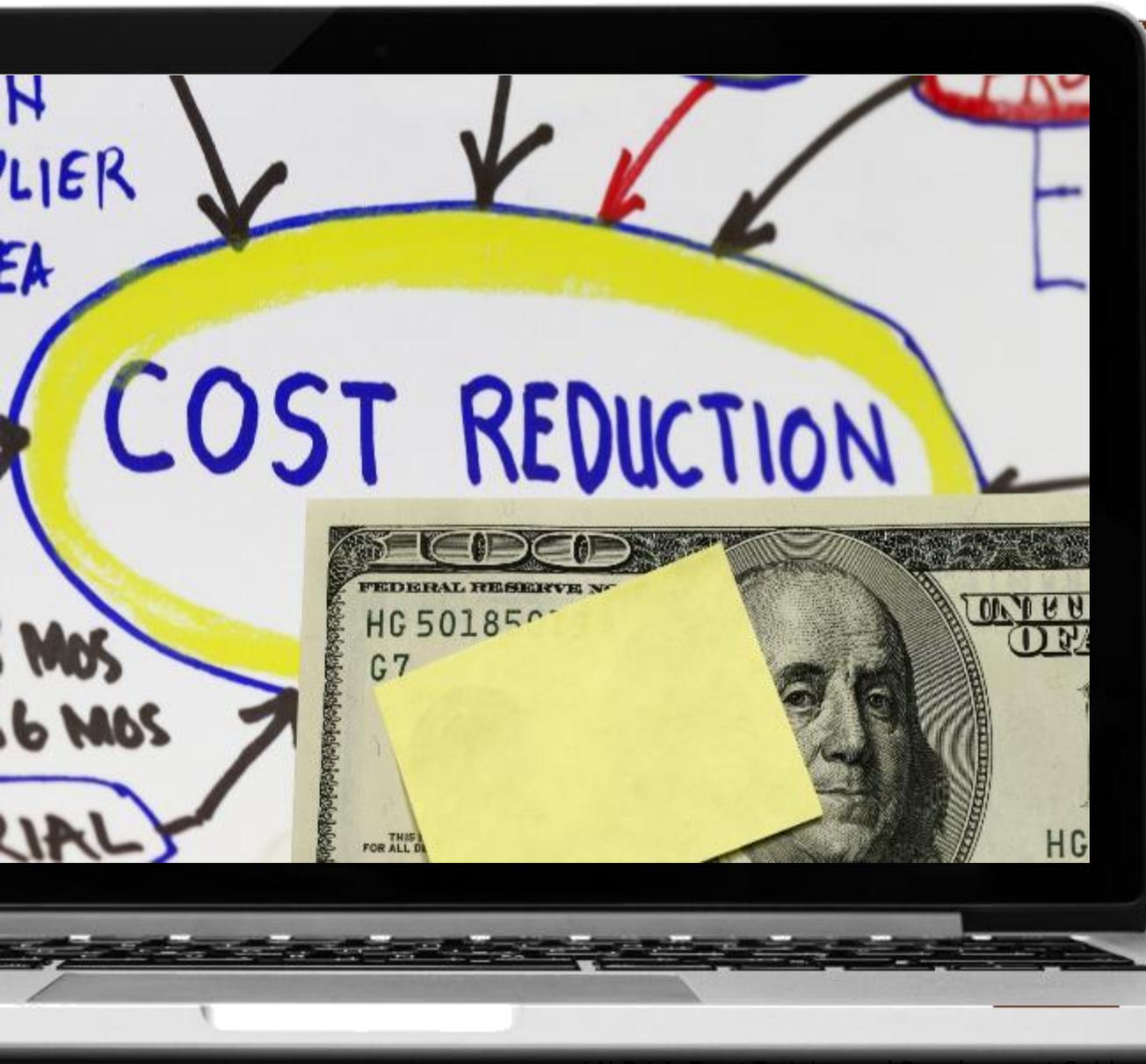
The HR can find people who work as independent contractors and choose them as per the skill sets required for each project.

Introduction



By using contractors instead of full-time employees, the HR is able to cater to the requirement of different skilled resources for each project.

Introduction

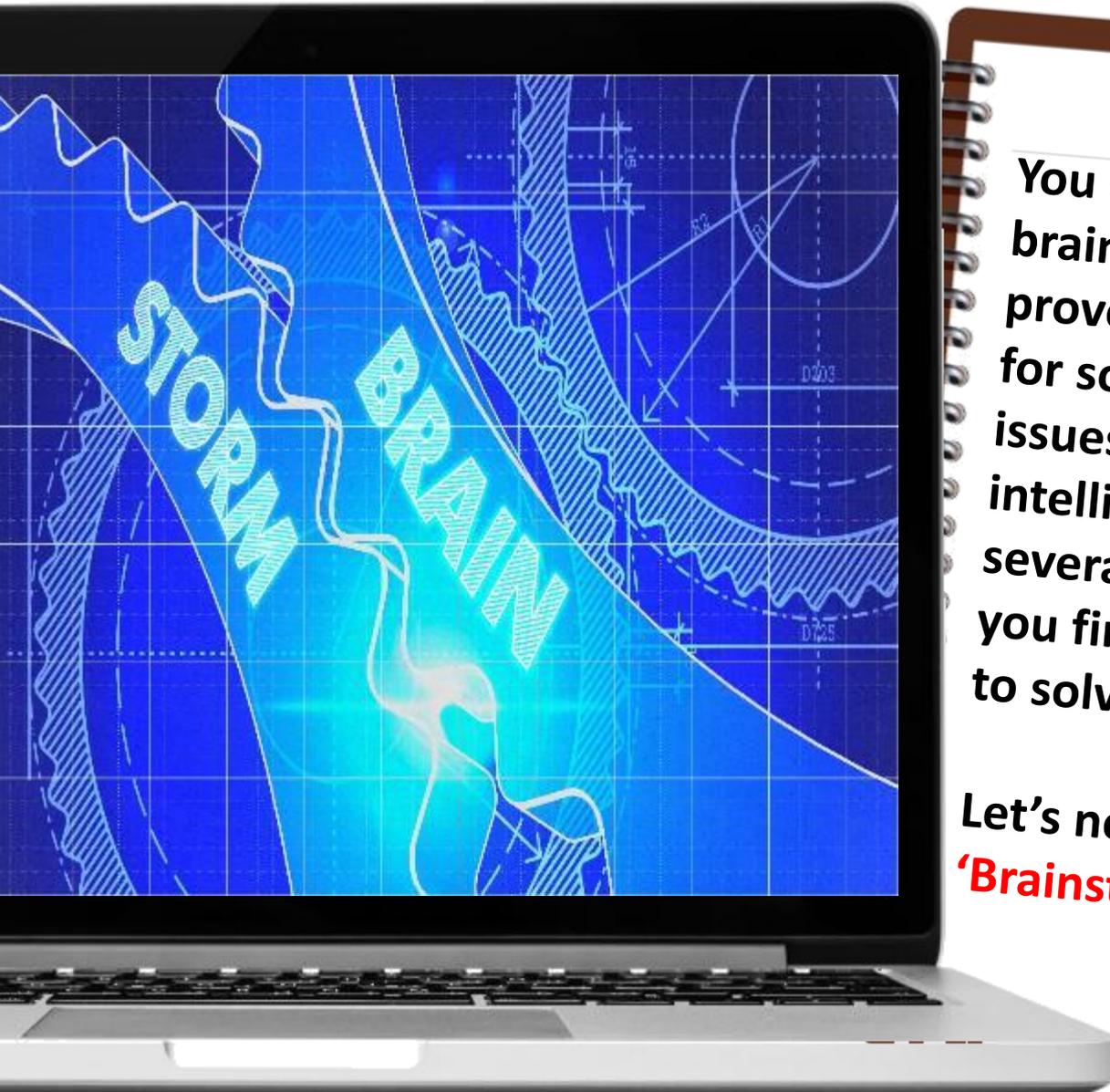


Introduction



Moreover, when the project gets completed, the contract with the contractor can be terminated.

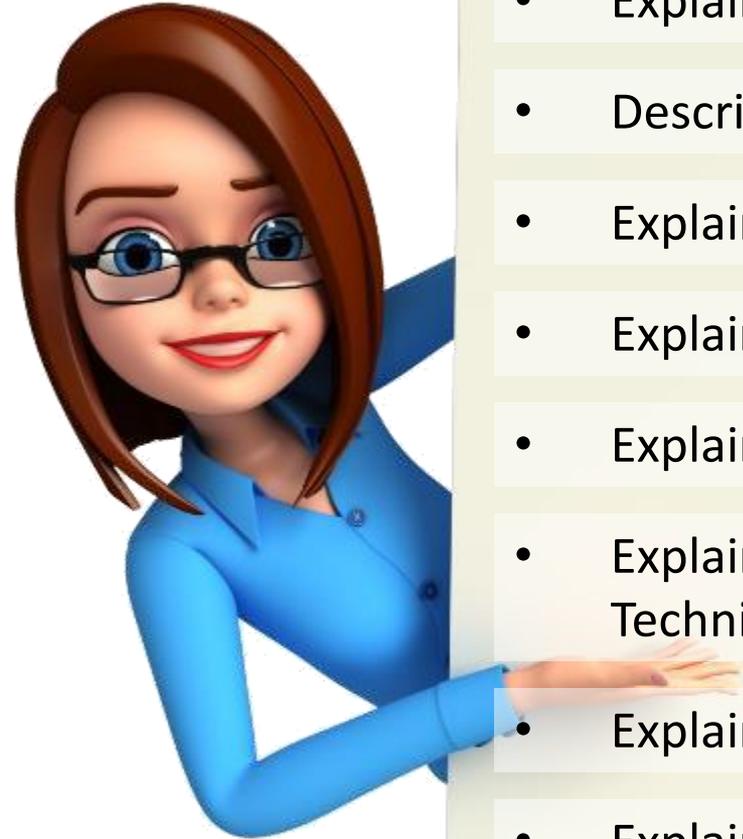
Introduction



You can understand how brainstorming for ideas can prove to be a great method for solving problems and issues as it uses the collective intelligence and creativity of several people and then helps you find the best way forward to solve the problem.

Let's now learn about **'Brainstorming Skills'** in detail.

Objectives



- Explain What is Brainstorming
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What is Brainstorming?



Brainstorming is a technique that was first introduced by Alex Osborne in the 1930s. Brainstorming is a strategy that is generally used in a group setting to quickly generate a large number of ideas to help solve a particular problem. Hence, it is a method or technique to foster creative problem-solving for generation of new ideas and greater acceptance by all of the suggested solutions.

What is Brainstorming?

Logic

CONTROL



Analytical

1, 2, 3

Reason



Art

Wishes

Jealousness

Imagination

Music

Love

Peace

Intuition



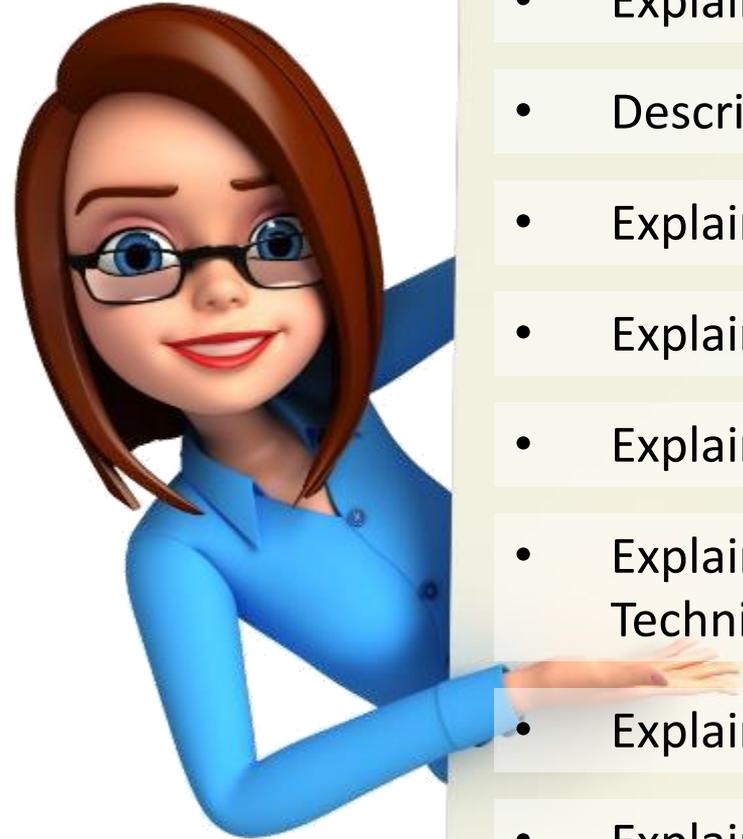
So, brainstorming proves to be a quick and easy way to generate novel ideas for problem solving and innovation. Brainstorming technique helps bring out new and fresh ideas from each individual and present them in a systematic manner to all. Brainstorming foster creative thinking as it helps to provide the participants with an environment free of criticism for creative and unrestricted discovery of options or solutions.

What is Brainstorming?



Therefore, brainstorming helps to stir up the brain of the participants to think about problems in a creative or novel way. People thus come up with ideas that are driven by spontaneity, originality, and imagination without much processed thought or reflection.

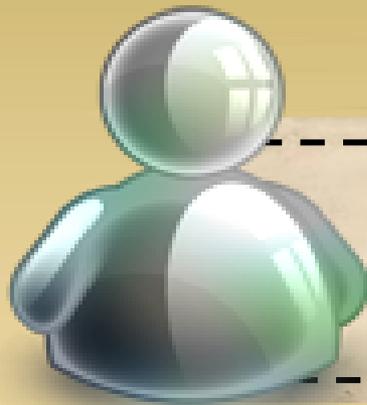
Objectives



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Brainstorming Principles

Brainstorming works on two primary principles to foster creative thinking in people. These two primary principles are:



**Theory of
Associations**



**Theory of
Preconditions**

Let us look at each in detail.

Theory of Associations



Theory of Associations

The human brain is prone to make associations.

So, when a person hears a word such as 'danger', the human brain automatically searches for words that that particular person associates with 'danger' and offers suggestions such as fire, accidents, racing cars, electric shocks etc.

Theory of Associations



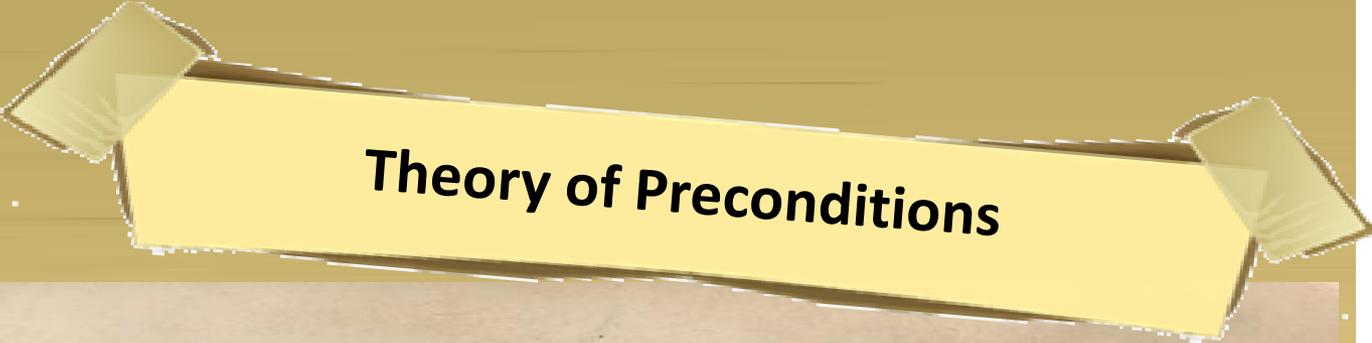
Theory of Associations

This same capacity of association of the human brain is useful for creative thinking in brainstorming. This is because although a single person can only find a few limited associations to something, a large group of people working together can produce several associations to a single word. Also, the new associations of other people triggers a person's brain to work faster and search in much wider areas than it would without such stimulus.

The human

So, when
human brain
particular
suggestive
shocks e

Theory of Preconditions



Theory of Preconditions



The second principle on which brainstorming works is the theory of preconditions. It is a well-known fact that the human brain is most effective and works best when the left and right hemispheres of the brain work together. It has been found that, in order to make the two hemispheres of the brain to work together, a person should feel relaxed, calm, happy, and feel that he/she is in an atmosphere of trust and support.

Theory of Preconditions

Theory of Preconditions

Hence, brainstorming uses this theory of preconditions and makes it mandatory that brainstorming sessions should always be carried out in a relaxed atmosphere in order to support the creative attitude of people and get the best out of them.

The second precondition of the theory of the human brain is that the left and right hemispheres should work together. It is important that two hemispheres of the brain work together. It is important that a person should be in a relaxed atmosphere of trust

Roll your mouse over the icon, to learn more.

Did you know?

Did You Know?

In theory, you can brainstorm about any topic, issue, or problem. However, Osborn believed that the problem or topic being brainstormed should be specific rather than general. So, choose a topic, issue, or problem that is clearly defined, specific, and narrow enough so that participants can easily understand its nature and target their ideas to its solution.

MCQ



Q. Brainstorming technique was first introduced by _____.

- Adam Osborne
- Alan Osborne
- Andy Osborne
- Alex Osborne

Click on the radio button to select the correct answer!



MCQ

Good! That's Right!



Correct Answer:
Brainstorming technique was first introduced
by Alex Osborne.

Alex Osborne

Click here to
continue!

MCQ

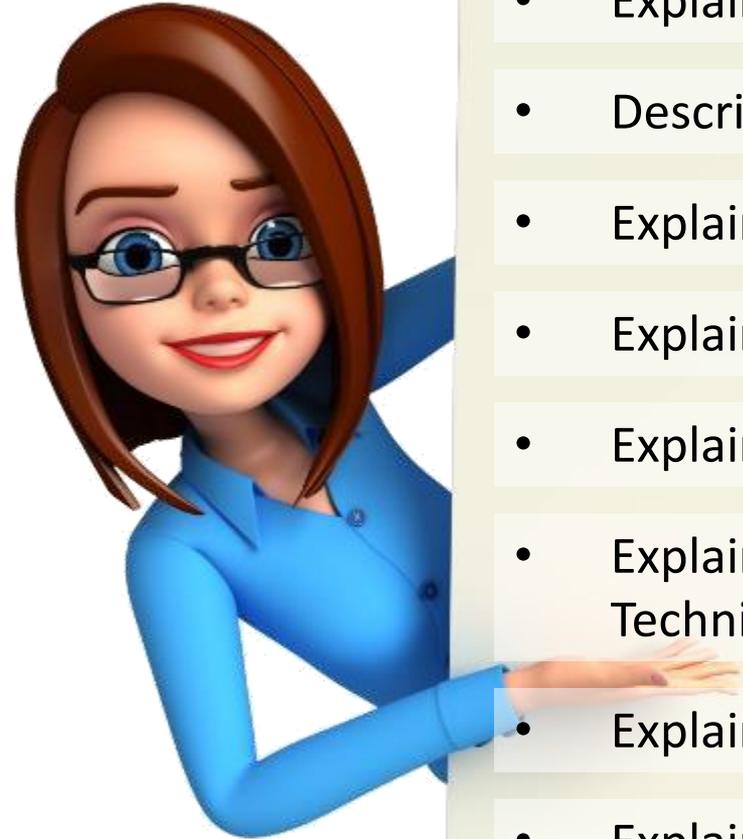
That's Not Quite Right!



Brainstorming technique was first introduced by Alex Osborne.

Click here to continue!

Objectives



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Brainstorming Process

There are different ways to brainstorm but the general structure of developing and conducting brainstorming session remains the same, such as follows:

Select individuals are grouped together for the purpose of conducting a brainstorming session.

A problem statement, issue or topic is presented to the group of participants.

Brainstorming Process

There are different ways to brainstorm but the general structure of developing and conducting brainstorming session remains the same, such as follows:

Participants are encouraged to brainstorm all possible ideas which could solve the problem at hand.

Ideas presented during the brainstorming session are recorded or written down for future reference and use.

Focus is on quantity rather than quality with the main aim being to generate as many ideas as possible in a short time.

Brainstorming Process

There are different ways to brainstorm. The structure of developing and conducting a brainstorming session remains the same, such as follows:

Roll your mouse over the icon, to learn more.



session

Generally, after a certain time period has elapsed, the list of ideas presented during the brainstorming session are further analyzed and discussed.

Each idea is further discussed, analyzed and looked at as a possible solution. Some ideas are rejected due to lack of suitability or practicality. Then, a final ranked list of ideas is prepared as possible solutions toward solving the problem.



Tip!

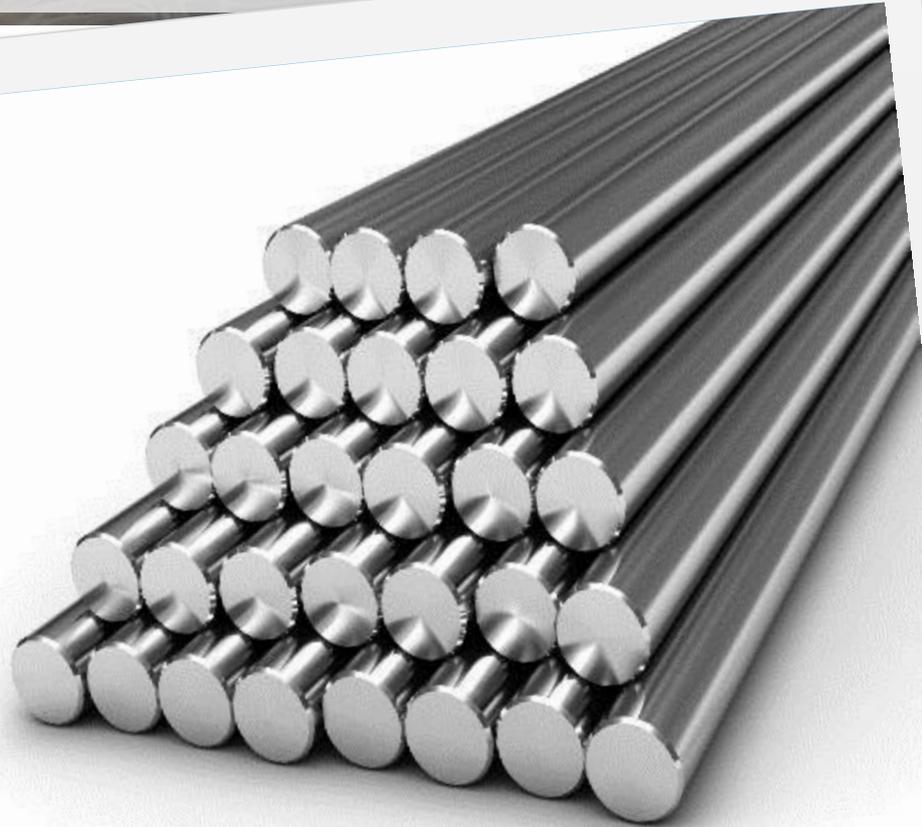
As a facilitator of a brainstorming session, it is crucial that you get the 'buy-in' or acceptance from those who have participated in a brainstorming session, but whose ideas were not accepted or not acted upon. You must always appreciate their efforts, encourage them for their contribution both personally as well as in front of the whole group.

Real Life Example

*Let us now look at a
real life example to
understand the
importance of brain
storming.*

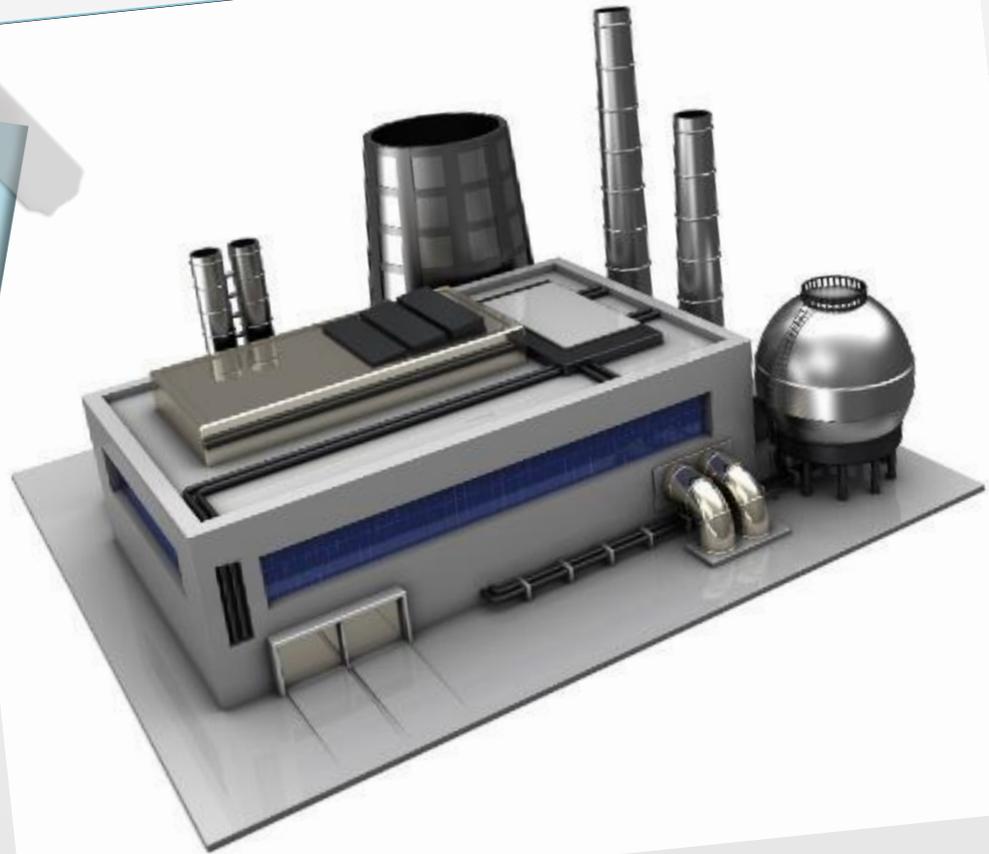
Real Life Example

Latham Steel is a leading manufacturer of steel rolls and pipes in the country.



Real Life Example

It has six steel plants spread across the United States which caters to a large portion of the demand for steel in the U.S.



Real Life Example

To fulfil this demand, Latham Steel has to ensure that all of its steel plants work at full-capacity at all times.



Real Life Example

Guru is one of the six supervisors at one of Latham's steel manufacturing plants at Indiana.



Real Life Example

Guru's primary job role includes assigning of jobs and tasks to various workers at the plant.



Real Life Example

He also guides and instructs the workers for day-to-day activities and is responsible for the quality as well as quantity of production.



Real Life Example

Guru also ensures that discipline is maintained among the workers at the plant and communicates workers' problems, suggestions and recommendatory actions to his managers.



Real Life Example

Recently, a contagious fever had spread among several of the workers at Guru's plant.



Real Life Example

Due to the contagious fever, many of the workers have fallen ill and are absent from work on sick leave.



Real Life Example

Absence of several of the workers has hit the Indiana plant hard.



Real Life Example

The daily production level at the plant is suffering because of the lower number of workers and productivity has dropped by a whopping 25%.



Real Life Example

Guru's boss, Nandha Burns calls for a meeting with Guru and other supervisors to discuss the situation.



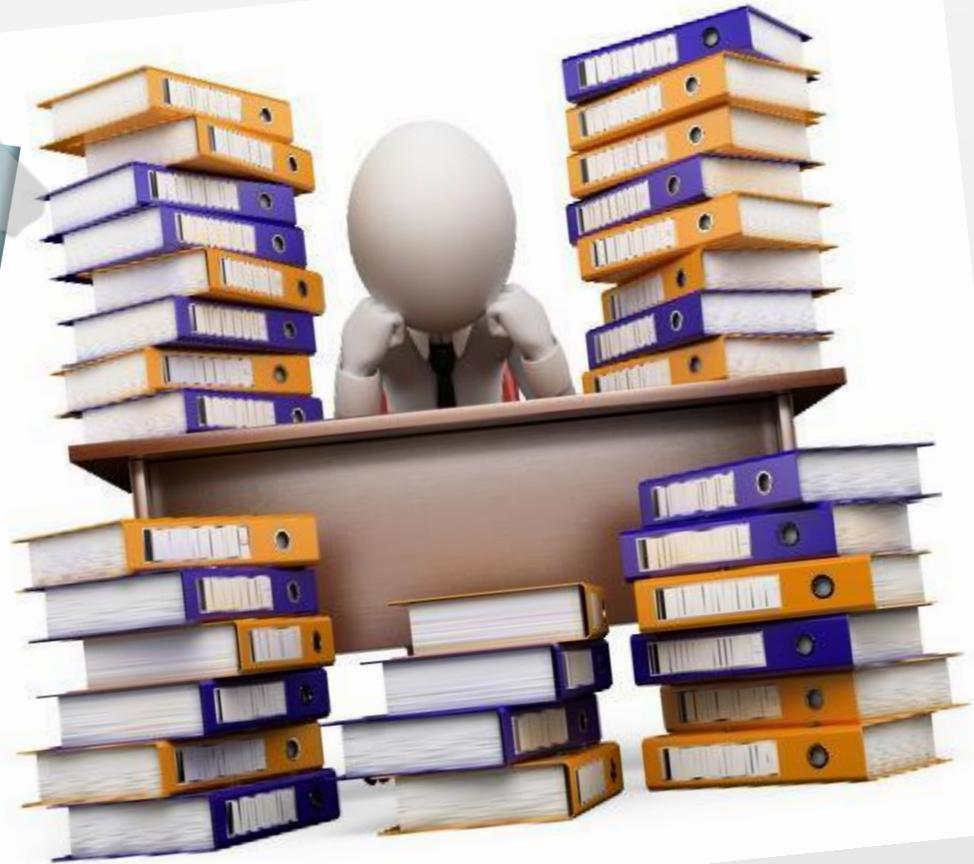
Real Life Example

Nandha informs the supervisors that he is extremely worried about the productivity levels of the plant as a large shipment of steel rolls is due in a week to one of Latham's most esteemed client.



Real Life Example

All the supervisors inform Nandha about the health conditions faced by many of the workers and that this is a grave situation and the work load to finish the daily productivity limits is very high.



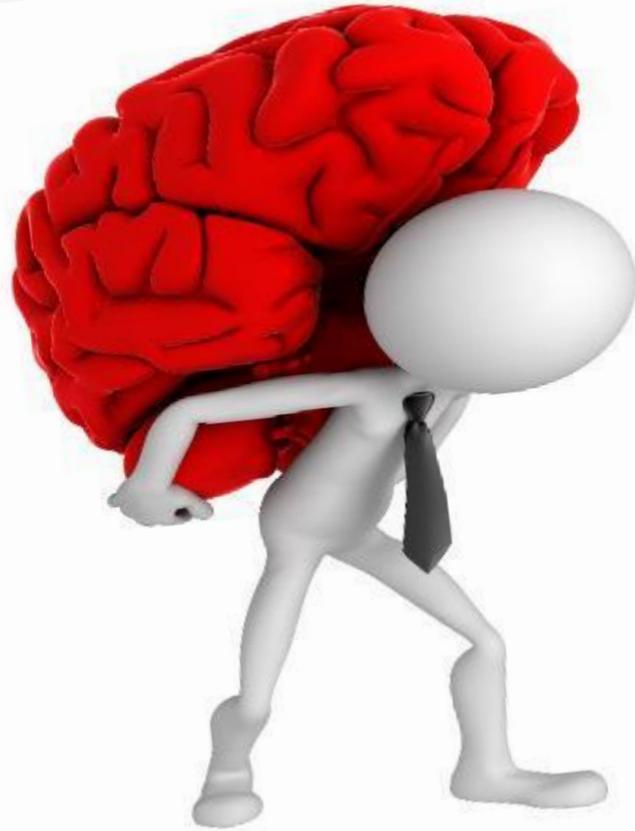
Real Life Example

Everyone agrees that the only way to solve this problem and get out of this sticky situation is if everyone thinks of a solution together.



Real Life Example

Nandha conducts brainstorming at the meeting and everyone present brainstorm together to come up with a solution to the problem.



Real Life Example

Some of the suggestions that were offered by the people at the meeting to meet the productivity levels are as follows:



Real Life Example

Some of the suggestions that were offered by the people at the meeting to meet the productivity levels are as follows:



- **Ask the present workers to put in extra hours and work overtime to increase productivity.**
- **Management should pay the workers double hourly rate for the overtime hours put-in by workers.**
- **Delivery to the client can be made by asking for stocks from other Latham's plants whose delivery to their clients is still far off.**

Real Life Example

Some of the suggestions that were offered by the people at the meeting to meet the productivity levels are as follows:



- **Client can be informed of the situation and the delivery of the shipment can be done in two instalments with a gap of one week between them, by which most of the workers would return to work.**
- **Management can ask one of the other Latham plants in the Indiana area to contribute to the productivity of Guru's plant and make-up for the shortfall.**

Real Life Example

Nandha likes the suggestions made by the supervisors.



Real Life Example

He decides to discuss the situation and the possible solutions with the higher management.



Real Life Example

After discussion with the higher management, Nandha informs Guru and the other supervisors that they should ask half of the workers to put in over-time hours during daytime and the other half of the workers to put in over-time hours during daytime.



Real Life Example

Also, the management has decided that each worker would be compensated by double pay rate for their over-time hours as suggested.



Real Life Example

Also, the workers at the other steel plant in Indiana will also be asked to work over-time at double pay rate to make up for the decreased productivity levels at Guru's plant.



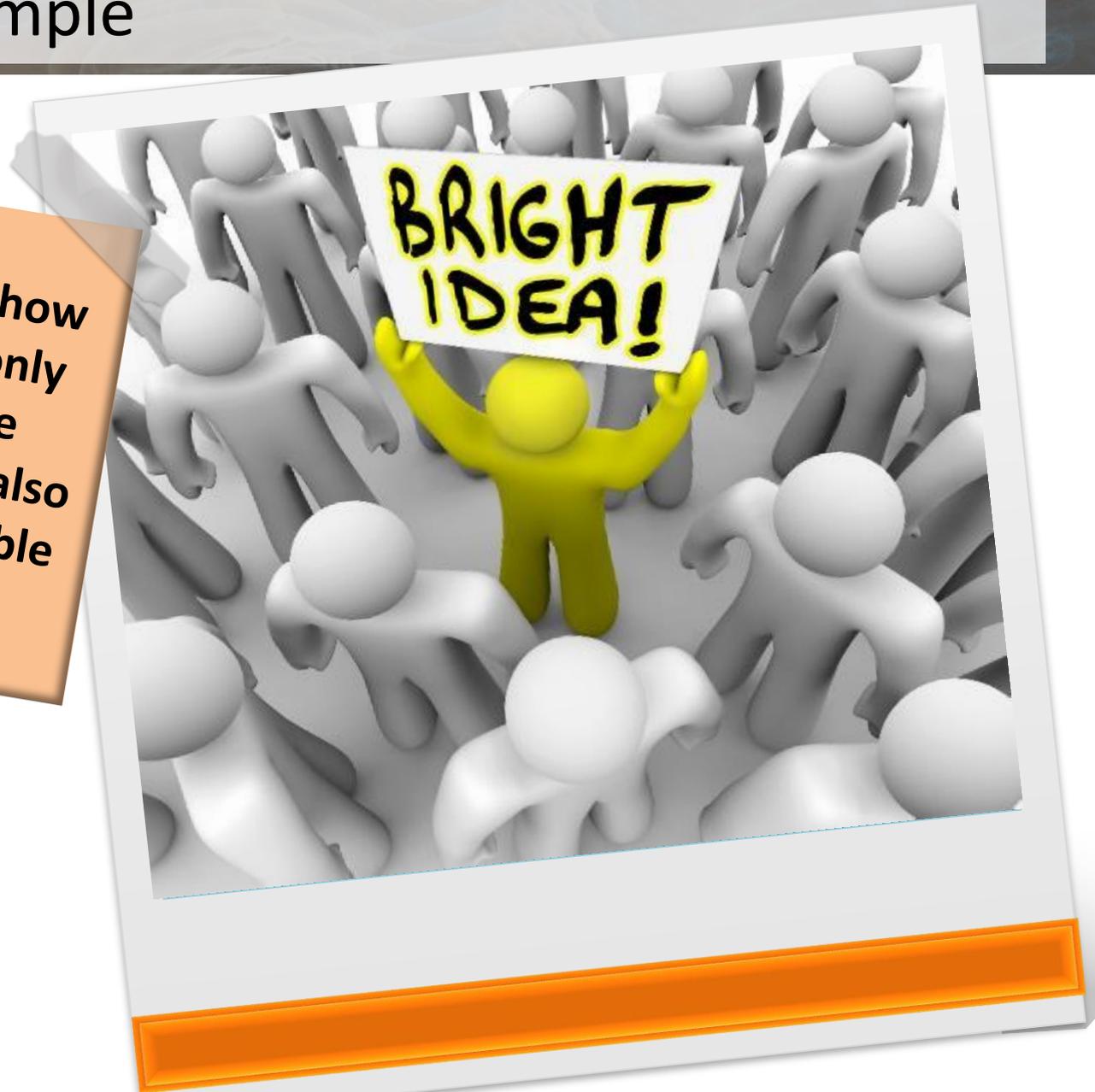
Real Life Example

Latham's management, Nandha and the supervisors are confident that through the overtime hours put in by workers at Guru's as well as the other Indiana plant, they would be able to easily fulfil the order shipment due for their most esteemed client.



Real Life Example

Hence, you can see how brainstorming not only helped to solve the problem at hand but also offered several plausible solutions.



Real Life Example

It is natural that when people can come up with more solutions, it is better as then you can choose the best possible solutions to solve the problem in the shortest possible time as Latham management did.



MCQ



Q. Which theory states that when a person hears the word 'fun', his brain starts searching for words which mean 'fun' to that particular person?

- Theory of Relativity
- Theory of Pre-conditions
- Theory of Association
- Theory of Connectivity

Click on the radio button to select the correct answer!



MCQ

Good! That's Right!



Correct Answer:

'Theory of Association' states that when a person hears the word 'fun', his brain starts searching for words which mean 'fun' to that particular person.

**Click here to
continue!**

MCQ

That's Not Quite Right!



'Theory of Association' states that when a person hears the word 'fun', his brain starts searching for words which mean 'fun' to that particular person.

Theory of Association

Theory of Connectivity

Click here to
continue!

Brainstorming Techniques



There are various kinds of brainstorming techniques that can be used for creative thinking and finding solutions to problems or for generating ideas before starting a project or to find out the best solutions among the existing alternatives available.

Always remember that you should try the various brainstorming techniques and then try to figure out which one works best for you.

Brainstorming Techniques

1

2

3

4

5

The following are some of the brainstorming techniques used for brainstorming ideas:



6

7

8

9

10

Let's look at each in detail.

Free-form Brainstorming

The following are some of the brainstorming techniques

1

Free-form Brainstorming

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- **Free-form Brainstorming**
 - The 'Free-form Brainstorming' technique is one of the simplest techniques that you can use brainstorming to effectively generate several ideas and solutions to any problem, issue or situation that you may be facing.

Let's look at each in detail.

Free-form Brainstorming

The following are some of the brainstorming techniques

1

Free-form Brainstorming

6

2

- *This technique is generally useful when you do not have many people to brainstorm and would even like to brainstorm on your ideas individually.*

7

3

- *In this technique, you think about the issue, problem, or topic at hand and write your ideas, possible solutions or opinions on the issue, problem, or topic for a set period of time.*

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Let's look at each in detail.

Free-form Brainstorming

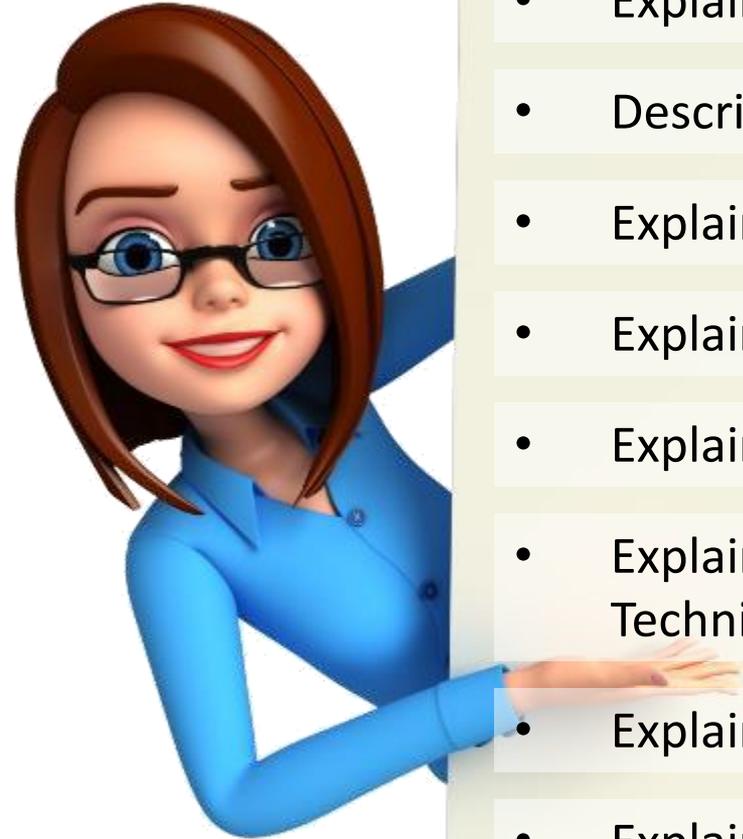
The following are some of the brainstorming techniques

Free-form

- You must remember that you must never stop to analyze your opinions or ideas or even stop to pay attention to organization, formatting, or grammar.
- You must just keep freely thinking without limiting yourself and keep writing down your ideas.
- This technique can help come up with many possible solutions or ideas when you feel you are stuck at a place where you lack any ideas for solving a problem or issue.

Let's look at each in detail.

Objectives



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Silent Brainstorming

The following are some of the brainstorming techniques used for brainstorming ideas:

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Silent Brainstorming

- **Silent Brainstorming**
 - **‘Silent Brainstorming’ technique is also known as the ‘Write-it-down Brainstorming’ technique.**
 - **‘Silent Brainstorming’ technique is mainly used when the facilitator feels that if the participants were allowed to openly speak about their ideas, then some members would dominate the conversation.**

Let's look at

Silent Brainstorming

The following are some of the brainstorming techniques

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- This technique is very useful when you want to ensure that each one of the participants presents ideas or opinions and to control the conversation, or when a sensitive topic is being brainstormed.

- In this technique, the facilitator asks the participants to write their ideas or opinions individually on sticky-notes or small slips of paper.

- Then, facilitator collects all the papers from all the participants and posts them on a board for all to see.

members

Let's look at **conversation.**

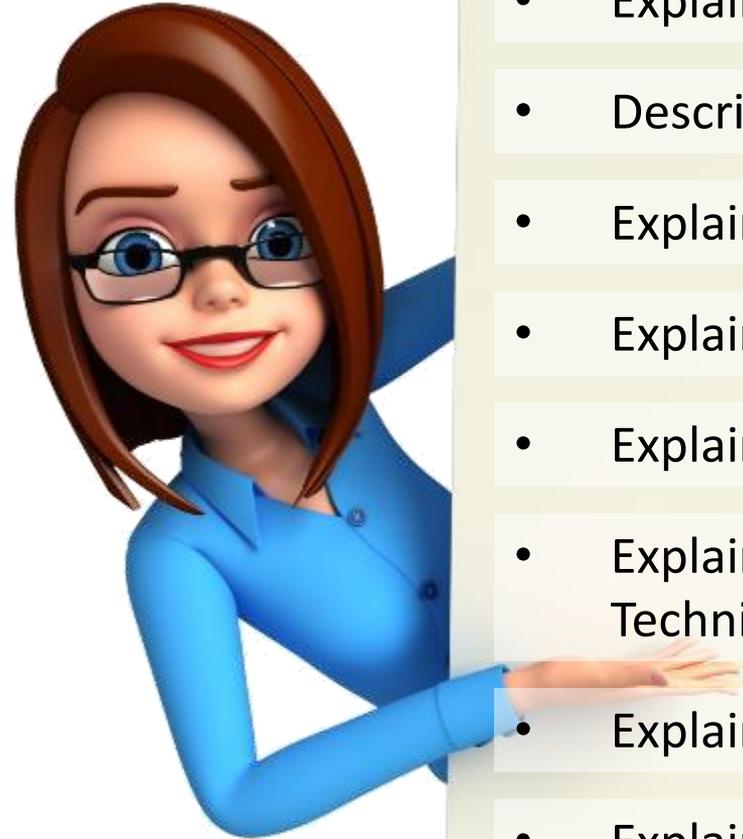
Silent Brainstorming

The following are some of the brainstorming techniques:

- This technique is a form of brainstorming that forbids any disruptive analysis of the ideas by certain disruptive participants as and when the ideas are being generated and provides confidentiality.
- Also, it forbids a few people to dominate the entire session and prevents people become influenced by other people's opinions.
- The major disadvantage of silent brainstorming is that the group loses the further boost to their creative thinking that participants get when openly discussing each other's ideas.

conversation.

Objectives



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Question Brainstorming

The following are some of the brainstorming techniques used for brainstorming ideas:



Question Brainstorming

- **Question Brainstorming**
 - 'Question Brainstorming' technique is also known as the 'Star-Bursting Brainstorming' technique.
 - The brainstorming session begins like any other by introducing the participants to the **problem, issue or topics to be brainstormed.**

Let's look

Question Brainstorming

Here are some of the brainstorming techniques

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- Then, in this technique the participants start thinking about and brainstorming the questions that need to be answered.
- So, when a participant comes up with a question related to the topic or issue being brainstormed, then other participants may offer possible answers.
- Then, another round of questions takes place, which is usually based on at least partly, by the first set of answers.
- This technique is very useful when there are several shy people in a group.

Let's look at a problem, issue or topics to be brainstormed

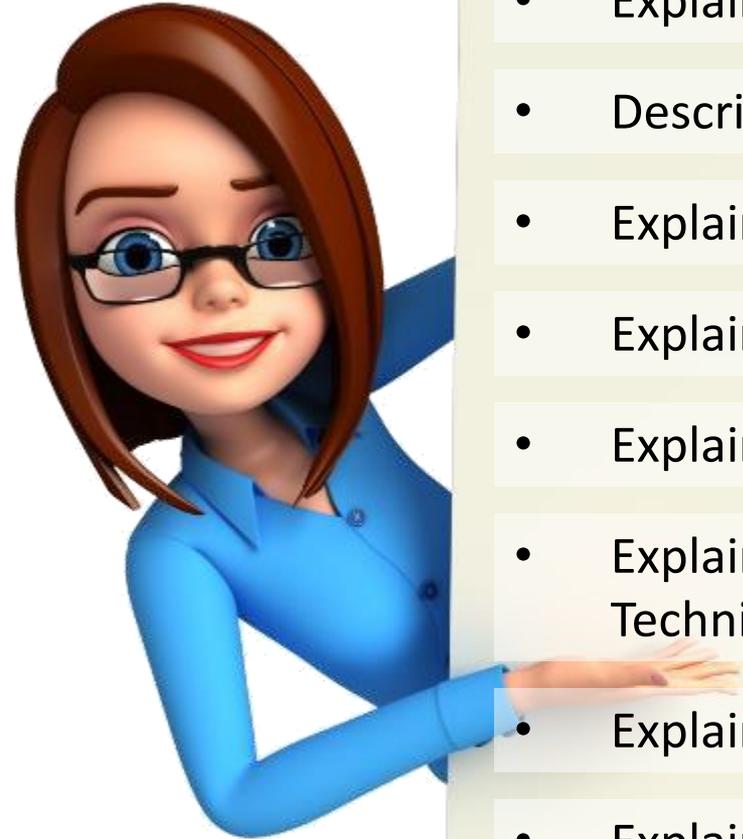
Question Brainstorming

... are some of the brainstorming techniques.

- Then, in the
- This is because it is easier for people to pose questions rather than to propose ideas directly.
- In this way, this technique helps to ensure participation from everyone.
- Also, this technique is most suitable for drilling down to the base of the issue or problem and to come up with any tangential factors that may be affecting the issue or problem being brainstormed.
- The answers to the brainstormed questions form the framework for constructing future action plans.

... problem, issue or topics to be brainstormed.

Objectives



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Structured Brainstorming

The following are some of the brainstorming techniques used for brainstorming ideas:

- **Structured Brainstorming**
 - 'Structured Brainstorming' technique is also known as the 'One-at-a-time Brainstorming' technique.
 - In this technique, the facilitator asks each individual to present his/her ideas or opinions about the issue, problem or topic being brainstormed.

Structured Brainstorming

Let's look at each in detail.

Structured Brainstorming

The following are some of the brainstorming techniques
for generating ideas:

- **The facilitator then moves on to the next person in sequence.**
- **In this manner, ideas are solicited from each individual sequentially.**
- **Participants who don't have any idea or opinion at the moment may say 'pass' and pass on the chance to next person to speak.**
- **When all the participants provide a complete round of passes, then the brainstorming session comes to an end.**

Let's look at each in detail.

Structured Brainstorming

The following are some of the brainstorming techniques.

- The major advantage of structured brainstorming is that each participant gets an equal chance to participate, regardless of gender, designation, or personality.
- The disadvantage of structured brainstorming is that it lacks spontaneity.
- Also, most individuals would feel a little uncomfortable to be asked for an opinion by placing them in highlight in front of all the others.
- So, this technique is usually regarded by people as rigid and restrictive.

Unstructured Brainstorming

The following are some of the brainstorming techniques used for brainstorming ideas:

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- **Unstructured Brainstorming**
 - 'Unstructured Brainstorming' technique is also known as the 'Open-door Brainstorming' technique.
 - In this technique, the facilitator allows the participants to speak openly and simply present their ideas as and when they come to their minds.

Let's I

Unstructured Brainstorming

Unstructured Brainstorming

Here are some of the brainstorming techniques

- There is no proper structure followed about who speaks first and who last.
- Also, there is no particular order in which the conversation and discussion may flow.
- So, many times people may tend to sway away from the issue, problem or topic being brainstormed.
- The major advantage of unstructured brainstorming is that it allows participants to listen to other people's ideas and then come up with new ideas based on the ideas presented by others.

Let's I

Brainstorming

Unstructured Brainstorming

... are some of the brainstorming techniques.

- There is...

- It also allows a more casual and relaxed atmosphere to the participants which proves to be conducive to generate fresher and innovative ideas and solutions.

- The main disadvantage of unstructured brainstorming is that it is less assertive and many people especially from lower ranks may not contribute at all.

- It is up to the facilitator to ensure that everyone in the groups speaks and presents their viewpoints.

Let's I

Brainstorming

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Team Idea Mapping

The following are some of the brainstorming techniques used for brainstorming

Team Idea Mapping

- **Team Idea Mapping**
 - The 'Team Idea Mapping Brainstorming' technique works based on the theory of association.
 - The participants of the brainstorming session are presented with a clear well-defined topic.
 - Then, they are encouraged to write down keywords or phrases that they can associate to the topic being brainstormed.

Let's look at each in detail.

Team Idea Mapping

Following are some of the brainstorming techniques

Team Idea

- 1
 - 2
 - 3
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- However, while noting down the words, the participants need not worry about whether the phrases or keywords seem connected to each other or not.
 - This technique helps to greatly improve collaboration and increase the quantity of ideas generated.
 - Also, this technique also ensures that all participants participate and no ideas are rejected.
 - After the ideas are noted down, then start looking for ways in which the ideas may be connected to each other.
 - Draw lines to connect similar or connected ideas and take notes along the way.

Let's look at each in detail.

Team Idea Mapping

- This is known as mapping.
- Hence, all the ideas are merged and consolidated onto one large idea map.
- It is during this mapping and consolidation phase that participants may understand a common ground for the issues as they share the meanings behind their generated ideas.
- Also, remember that during the mapping and consolidation phase, participants can still contribute additional new ideas which are added to the map as well.
- Once the idea map is ready, the group can prioritize and/or take action.

Nominal Group Technique

The following are some of the brainstorming techniques used for brainstorming ideas:

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Nominal Group Technique

- **Nominal Group Technique**
 - The 'Nominal Group Brainstorming' technique is an advanced technique that further builds on Silent Brainstorming.
 - In this technique, the participants write their ideas on a piece of paper individually, in silence, for about 5-10 minutes.
 - Then, the facilitator invites each participant to present his/her idea.

Let's look at each in detail.

Nominal Group Technique

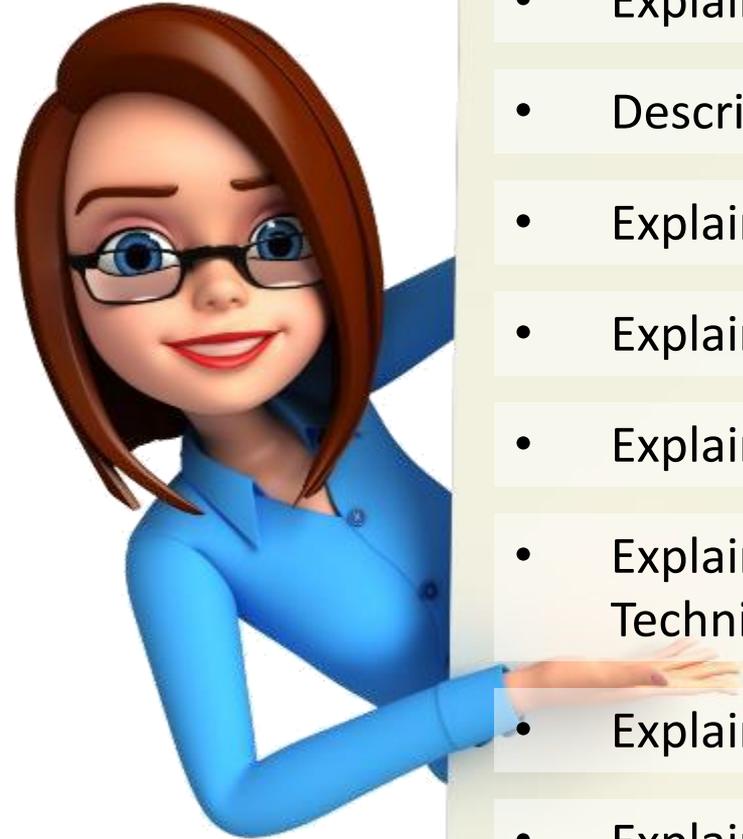
- The presented ideas are then recorded on a flipchart.
- After one round of all ideas are presented and note on the flip-chart, then the second round of idea brainstorming, writing, and noting on flip-chart is repeated.
- The rounds are repeated till all the participants do not have any ideas to share.
- Next, a group discussion is conducted where the participants share further details, answer any questions about their own ideas, or give further suggestions.
- After the group discussion, the final step is a distillation process where the whole group ranks the ideas by voting.
- The voting can be done by a simple show of hands in favor of a given idea.

Let's look at each in detail.

Nominal Group Technique

- A trained and experienced facilitator is required in this technique who can handle all these steps very well.
- After distillation, further brainstorming is done on the top-ranking ideas by the group.
- Sometimes, after re-evaluating the ideas, previously dropped ideas may be again put forward before the group.
- The participants should be encouraged to use this technique and accept it whole-heartedly.
- However, this a very advanced technique and is a bit complicated than the other brainstorming techniques.
- So, the team may require a few practice sessions to learn and get comfortable with this brainstorming before they feel competent about tackling the important ideas.

Objectives



- Explain What is Brainstorming
- Describe the Brainstorming Principles
- Explain the Brainstorming Process
- Explain the Silent Brainstorming Technique
- Explain the Question Brainstorming Technique
- Explain the Structured and Unstructured Brainstorming Technique
- Explain the Reverse Brainstorming Technique
- Explain the Split Group Brainstorming Technique
- List the Ground Rules of Brainstorming
- List the Tips to Follow for Brainstorming

Reverse Brainstorming

The following are some of the brainstorming techniques used for brainstorming ideas:

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Reverse Brainstorming

- **Reverse Brainstorming**
 - **‘Reverse Brainstorming’ technique is also known as the ‘Topsy-turvy Brainstorming’ technique.**

Let's look at each in detail.

Reverse Brainstorming

The following are some of the brainstorming techniques

1

- In this technique, you first of all determine the topic, issue or problem that you want to brainstorm.

2

- This becomes the objective of your brainstorming.

3

- However, you then start with a question on how to do the exact opposite of your objective.

4

- So, basically this question is a 'negative' question that will tell you how you can increase that problem, further ruin the process or how you can fail to achieve your goal.

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Let's look at each in detail.

Reverse Brainstorming

The following are some of the brainstorming techniques:

- 1
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- The facilitator poses this negative question to the participants and then encourages the participants to think about all kinds of negative ideas that they can come up with.
 - Then, think about each negative idea and then turn over this negative idea into a positive one, with the help of the participants.
 - The main benefit of this step is that it is quite easy for people to come up with way to ruin a process that to correct one.
 - In this way, you can identify the things that should be corrected in order to solve the problem or issue.

Large Group Brainstorming

The following are some of the brainstorming techniques used for brainstorming ideas.

- **Large Group Brainstorming**
 - The 'Large Group Brainstorming' technique is typically used when there is a very large group of participants present in the brainstorming session, about 15 - 30 participants.
 - Such brainstorming sessions prove to be very dynamic due to the large group of people presenting a wide array of ideas, opinions and solutions.

Large Group Brainstorming

Let's look at each in detail.

Large Group Brainstorming

The following are some of the brainstorming techniques

Large Group Brainstorming

- Also, there will be very little instances of lulls during the session as some or the other participant may have something to say.
- Due to the large group of people to be managed properly, you may need to have two facilitators to manage the brainstorming session.
- However, it is important that the two facilitators work in cohesion with each other as a unit by preparing a script.

Let's look at each in detail.

Large Group Brainstorming

The following are some of the brainstorming techniques

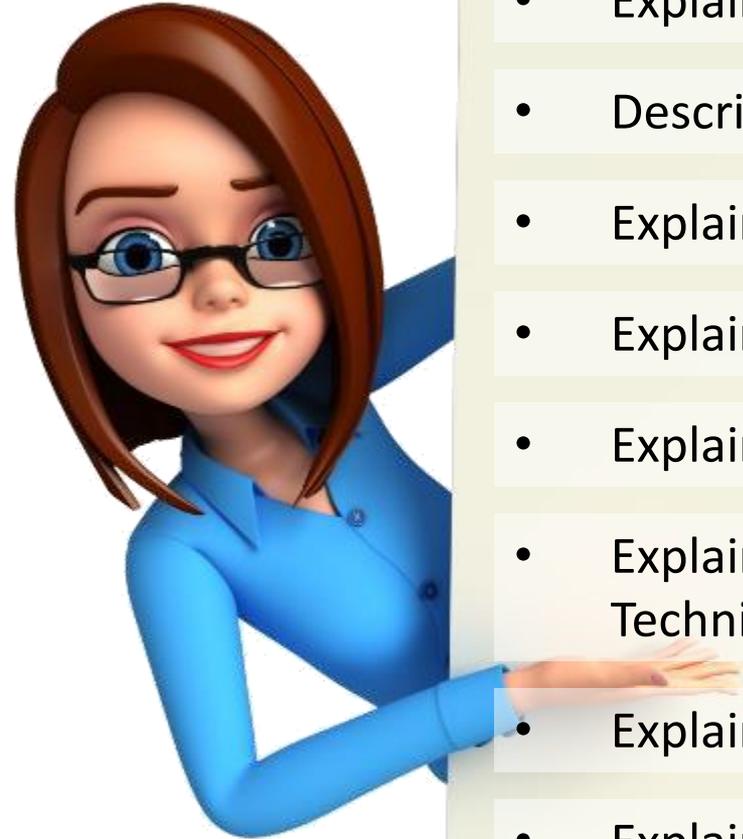
Large Group Brainstorming

- Also, there will be 'Brainstorming' during

- It is also crucial that the facilitators practice their scripts and divide the responsibilities between them properly.
- Such proper planning can help the two facilitators to support each other when giving directions to participants, or while dealing with participants, answering questions, and making sure that all generated ideas are captured diligently.

Let's look at each in detail.

Objectives



- Explain What is Brainstorming
- Describe the Brainstorming Principles
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- Explain the Question Brainstorming Technique
- Explain the Structured and Unstructured Brainstorming Technique
- Explain the Reverse Brainstorming Technique
- Explain the Split Group Brainstorming Technique
- List the Ground Rules of Brainstorming
- List the Tips to Follow for Brainstorming

Split Group Brainstorming

The following are some of the brainstorming techniques used for brainstorming ideas:

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- **Split Group Brainstorming**
 - The 'Split Group Brainstorming' technique is typically used when there is a very large group of participants present in the brainstorming session, about more than 30 participants.
 - Such brainstorming sessions prove to be very dynamic due to the large group of people presenting a wide array of ideas, opinions and solutions.

Split Group Brainstorming

Let's look at each in detail

Split Group Brainstorming

... of the brainstorming techniques

- However, it may become difficult to handle such large groups as a single whole.
- For ease of managing, the single large group can be split into two smaller groups.
- Each split group is then presented with the same topic, issue or problem to be brainstormed.
- Due to the large group of people to be managed properly, you will need to have one facilitator per group to manage the brainstorming session.
- You can make such brainstorming sessions more interesting by holding them in open areas such as a park or garden.

Let's look at each in detail

Brainstorming

Split Group Brainstorming

1

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Roll your mouse over the icon, to learn more.

TIP

- However, it may be a large group.
- Participants can write down their ideas and put them in an open box.
- They can also read what other participants have written by picking up someone else's piece of paper.
- Once all the participants run out of ideas, the cards can be processed by clustering and prioritized for further action.
- Reunite the split groups for a short concluding session to compare their outputs.

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Let's look at each in detail.

Brainstorming

Tip!



During a brainstorming session, if the set time limit for coming up with ideas has expired, and if ideas are still being generated by many participants, then you can extend the time limit at five-minute intervals.



MCQ



Q. Which of the following is an advanced build on 'Silent Brainstorming'?

- Nominal Group Technique
- Question Brainstorming
- Team Idea Mapping
- Structured Brainstorming

Click on the radio button to select the correct answer!



MCQ

Good! That's Right!



Correct Answer:

'Nominal Group Technique' is an advanced build on 'Silent Brainstorming'.

Click here to continue!

MCQ

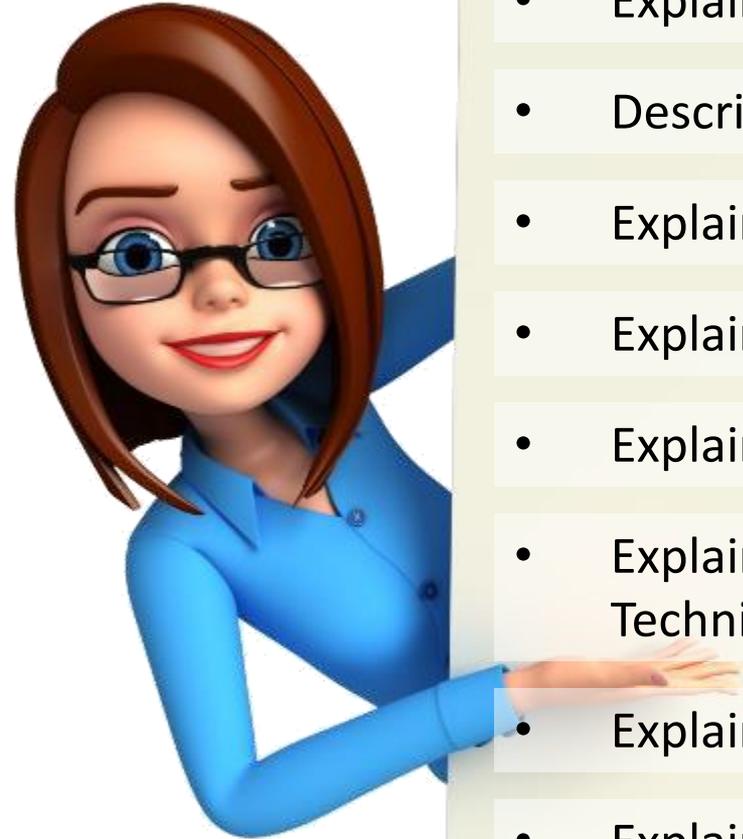
That's Not Quite Right!



'Nominal Group Technique' is an advanced build on 'Silent Brainstorming'.

Click here to continue!

Objectives



- Explain What is Brainstorming
- Describe the Brainstorming Principles
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- List the Tips to Follow for Brainstorming

Ground Rules of Brainstorming

For effective brainstorming, it is crucial that a facilitator should ensure that all the participants understand and abide by the following basic ground rules to be followed for brainstorming:

Participants of a brainstorming session are always completely free to express themselves irrespective of their gender, ethnicity, designation, etc. and no idea is unwanted and no idea is wrong.



Ground Rules of Brainstorming



For effective brainstorming, it is crucial that a facilitator should ensure that all the participants understand and abide by the following basic ground rules to be followed for brainstorming:

Everyone should be encouraged to speak and express his/her ideas, even if they seem outrageous, and active participation is required by all team members.

Ground Rules of Brainstorming



For effective brainstorming, it is crucial that a facilitator should ensure that all the participants understand and abide by the following basic ground rules to be followed for brainstorming.

All presented ideas are written exactly as presented and displayed where everyone can see them by writing them on a flip chart. When a page of the flip chart is full, it is posted on the wall so that all participants can see it and a new page is started. Even if the ideas generated for the second page are similar to the first page, you should still continue recording them on the flip-chart. This helps the participants to not feel forced to analyze the ideas presented and only think creatively.

Ground Rules of Brainstorming

For effective brainstorming, it is crucial that a facilitator should ensure that all the participants understand and abide by the following basic ground rules to be followed for brainstorming:

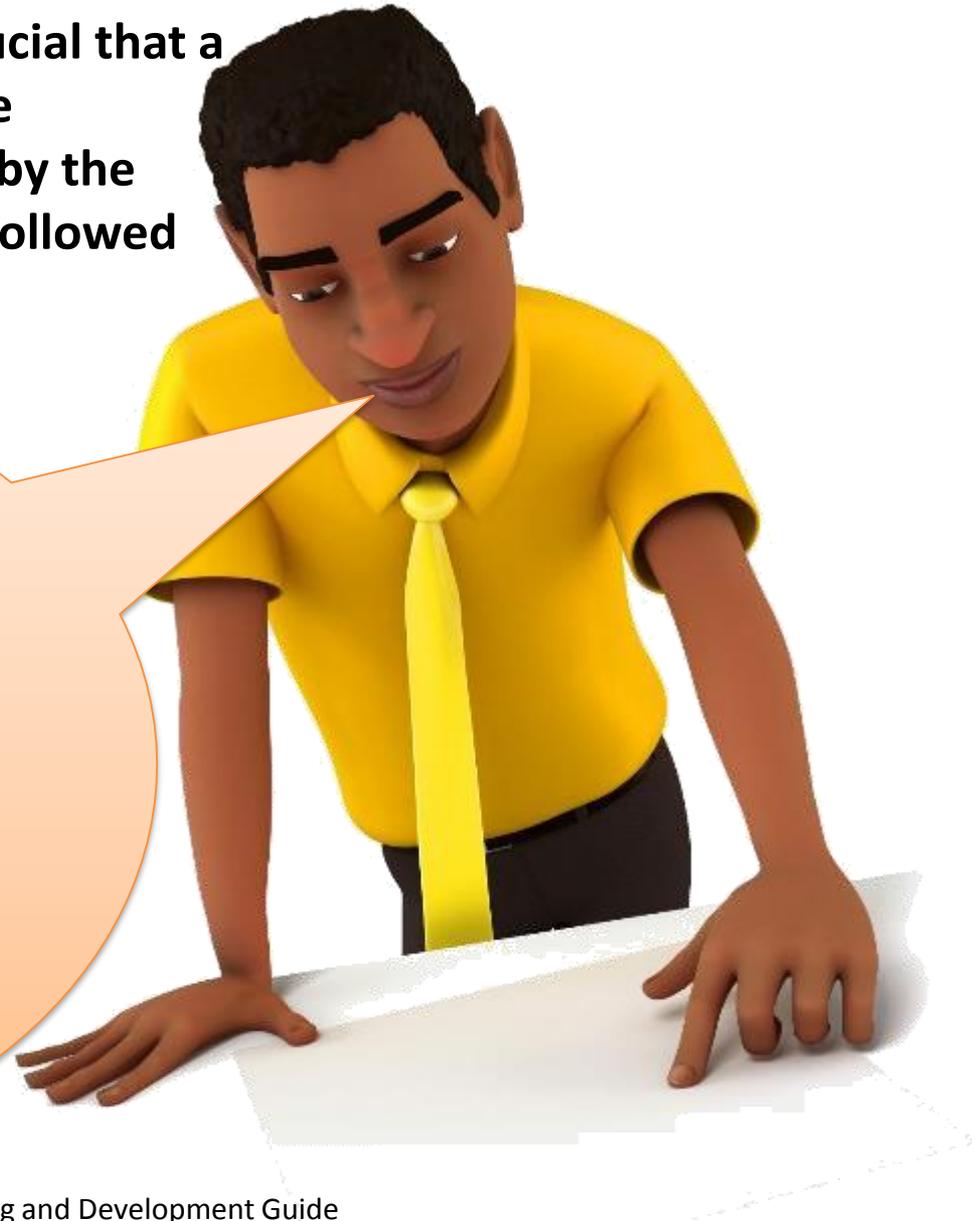
Ensure that no one in the group should be critical or judgmental about anyone's ideas or opinions. This is because criticism or judgments may make the person defensive and will stop the creative process and also further create a lot of tension in the group.



Ground Rules of Brainstorming

For effective brainstorming, it is crucial that a facilitator should ensure that all the participants understand and abide by the following basic ground rules to be followed for brainstorming:

You should then build on ideas generated by the team members by further clarifying the ideas. After the brainstorm, go over the list of ideas and further clarify each idea but do not pass any judgments on them. Combine similar ideas and remove any repeated ideas after combining them.



Ground Rules of Brainstorming

For effective brainstorming, it is crucial that a facilitator should ensure that all the participants understand and abide by the following basic ground rules to be followed for brainstorming:

Always remember that in a brainstorming session, it is the quantity and not the quality of ideas that matters. So do not try to find only ideas that are bright, clear and, new, but instead try to find a few good ideas put of many ideas that are generated during the brainstorming session. Any brainstorming session produces an average of between 120 and 150 ideas.

Ground Rules of Brainstorming

Did you know?

Roll your mouse over the icon, to ensure that all the participants understand and abide by the

following basic ground rules to be followed for brainstorming:

Always evaluate the results of the brainstorming session after a certain lapse of time period. In this way, evaluating the results several days later after the brainstorming session, or the next day, or, at least after several hours have elapsed will ensure that no idea is promoted or eliminated without proper consideration.

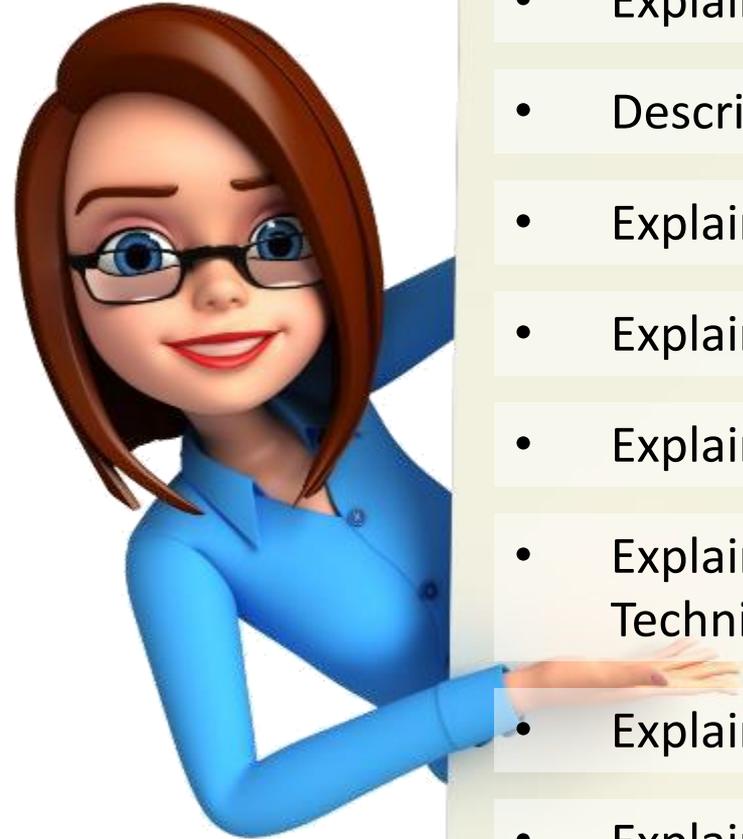


Did You Know?

Businesses can use the power of brainstorming in various ways.

They can conduct online brainstorming sessions where teams from far-off physical locations can be brought together virtually to generate ideas together.

Objectives



- Explain What is Brainstorming
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- List the Tips to Follow for Brainstorming

Tips to Follow for Brainstorming

The following is a list of a few key useful tips that you should follow for effective brainstorming:

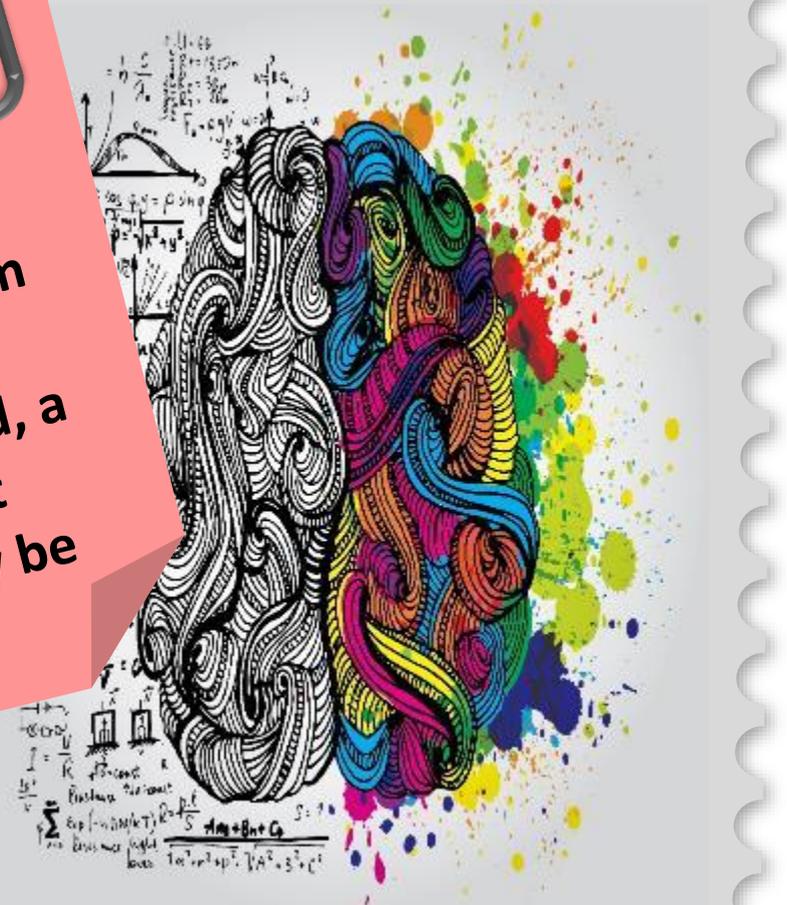
Always start a brainstorming session with a simple icebreaker exercise to get people comfortable with each other and to get to know each other in case there are participants from diverse groups. Such icebreaker activities will help people get comfortable with each other and become open to ideas without hesitation.



Tips to Follow for Brainstorming

The following is a list of a few key useful tips that you should follow for effective brainstorming:

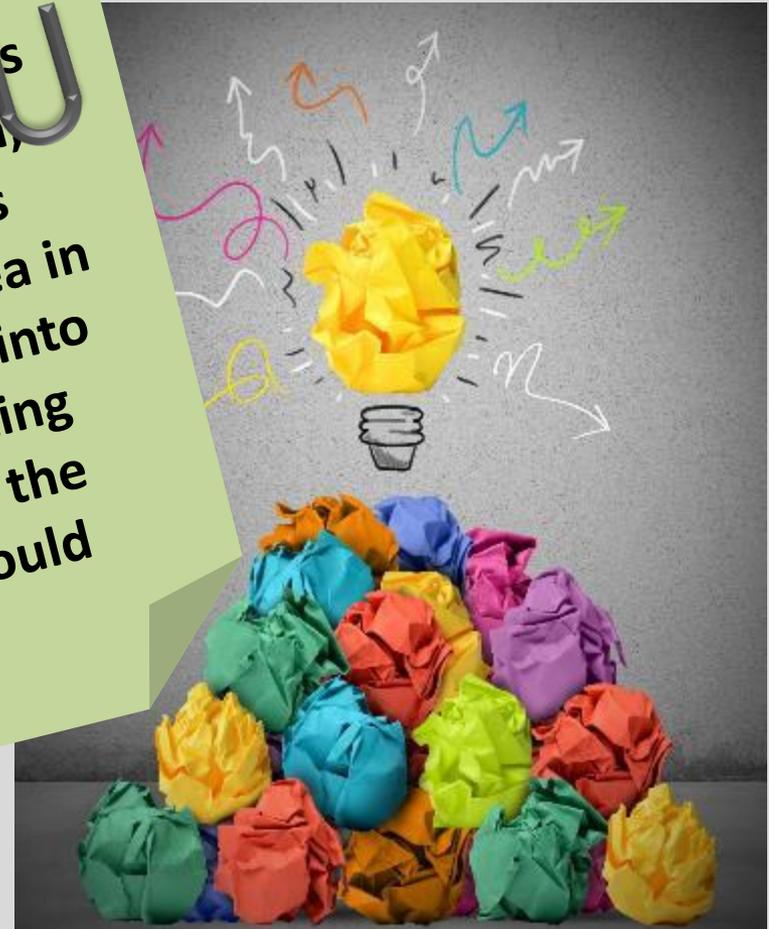
Always ask good brainstorming questions. A good question is one which is balanced, such that it is neither too narrow nor too broad. A very narrow or precise question will not leave any room for expansive thinking and will not inspire many ideas. On the other hand, a very broad or vague question will not drive appropriate solutions that may be apt for the situation.



Tips to Follow for Brainstorming

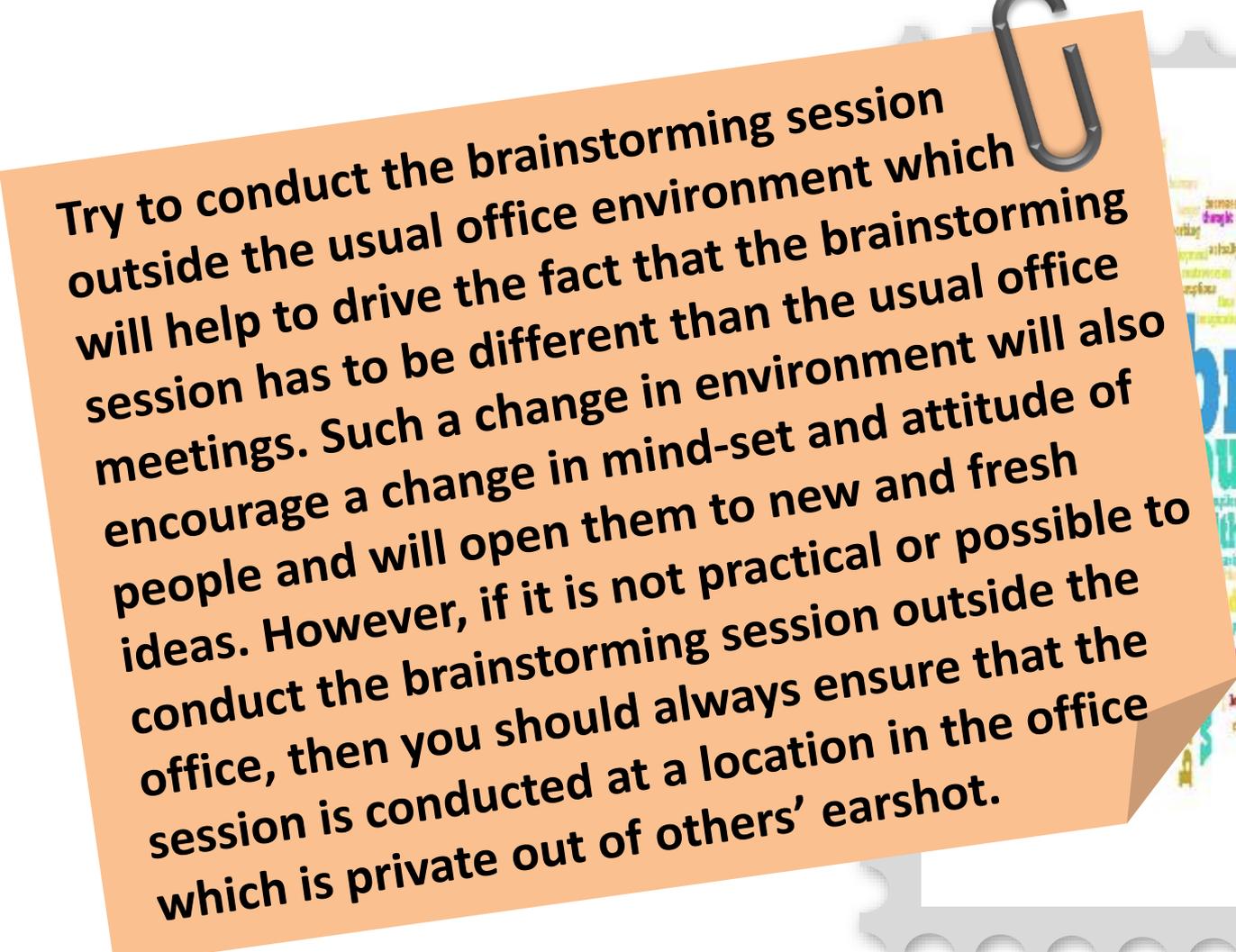
The following is a list of a few key useful tips that you should follow for effective brainstorming:

Always try to write down all of the ideas presented by the participants verbatim, exactly as they were presented. This is because if you try to interpret the idea in your own words or try to contract it into fewer words, you are further analyzing it. You should never analyze during the brainstorming session, analysis should always be done later.



Tips to Follow for Brainstorming

The following is a list of a few key useful tips that you should follow for effective brainstorming:



Try to conduct the brainstorming session outside the usual office environment which will help to drive the fact that the brainstorming session has to be different than the usual office meetings. Such a change in environment will also encourage a change in mind-set and attitude of people and will open them to new and fresh ideas. However, if it is not practical or possible to conduct the brainstorming session outside the office, then you should always ensure that the session is conducted at a location in the office which is private out of others' earshot.



Tips to Follow for Brainstorming

The following is a list of a few key useful tips that you should follow for effective brainstorming:

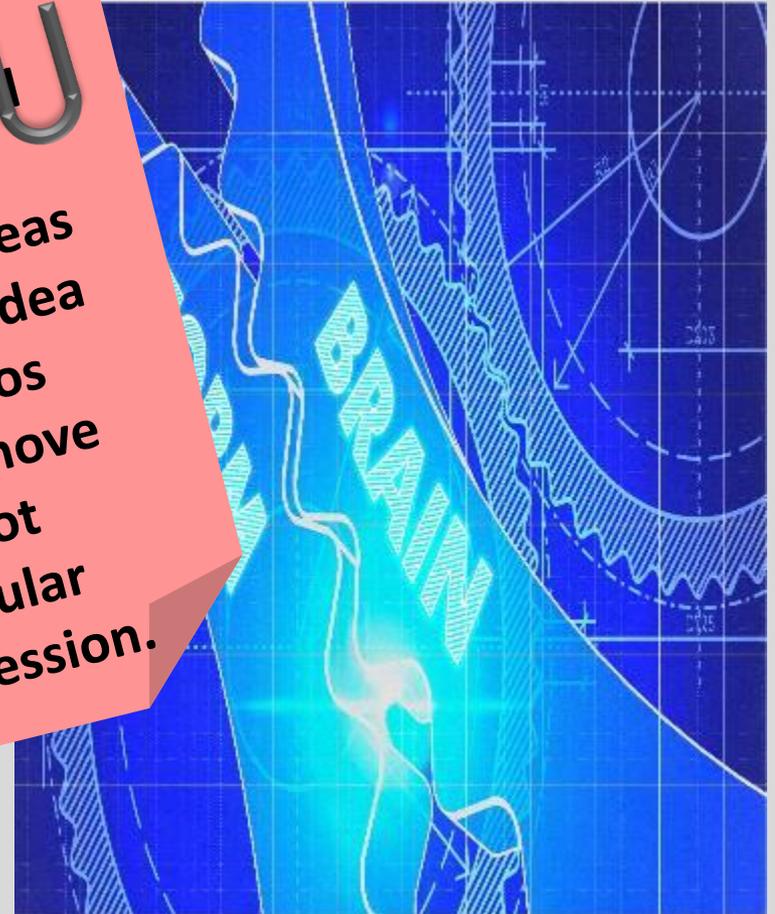
Always ask positive questions so that instead of asking, "Why can't....."you should ask..."How can we....." Never ask closed-end questions that can answered with a simple 'yes' or 'no' answer. Ask as many open-ended questions as this will push people to think and come with as many creative ideas a possible.



Tips to Follow for Brainstorming

The following is a list of a few key useful tips that you should follow for effective brainstorming:

After the ideas have been generated using the brainstorming session, try and reduce the list to the most crucial and important ideas by merging similar ideas together. Then, discuss each unique idea again with the participants for its pros and cons and feasibility. Finally, remove all ideas that are not practical or not suitable as a solution in the particular situation being discussed in the session.



Tips to Follow for Brainstorming

The following is a list of a few key useful tips that you should follow for effective brainstorming:

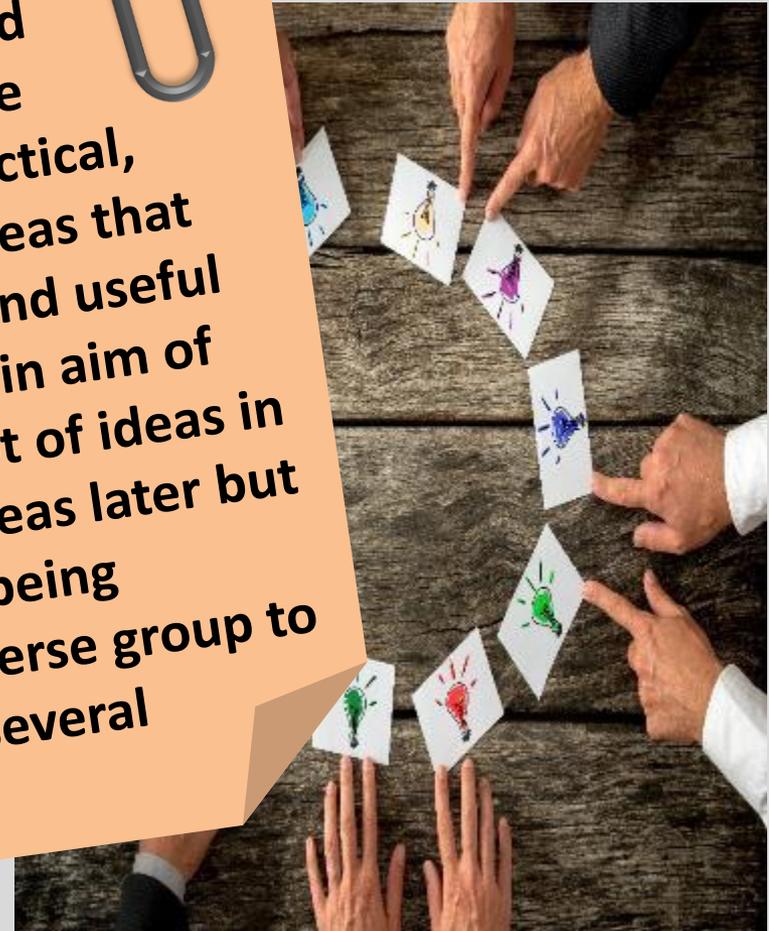
As a facilitator of a brainstorming session, it is your responsibility to ensure that people do not start analyzing each other's ideas and that the conversation does not steer away from the main issue or topic being discussed.



Tips to Follow for Brainstorming

The following is a list of a few key useful tips that you should follow for effective brainstorming:

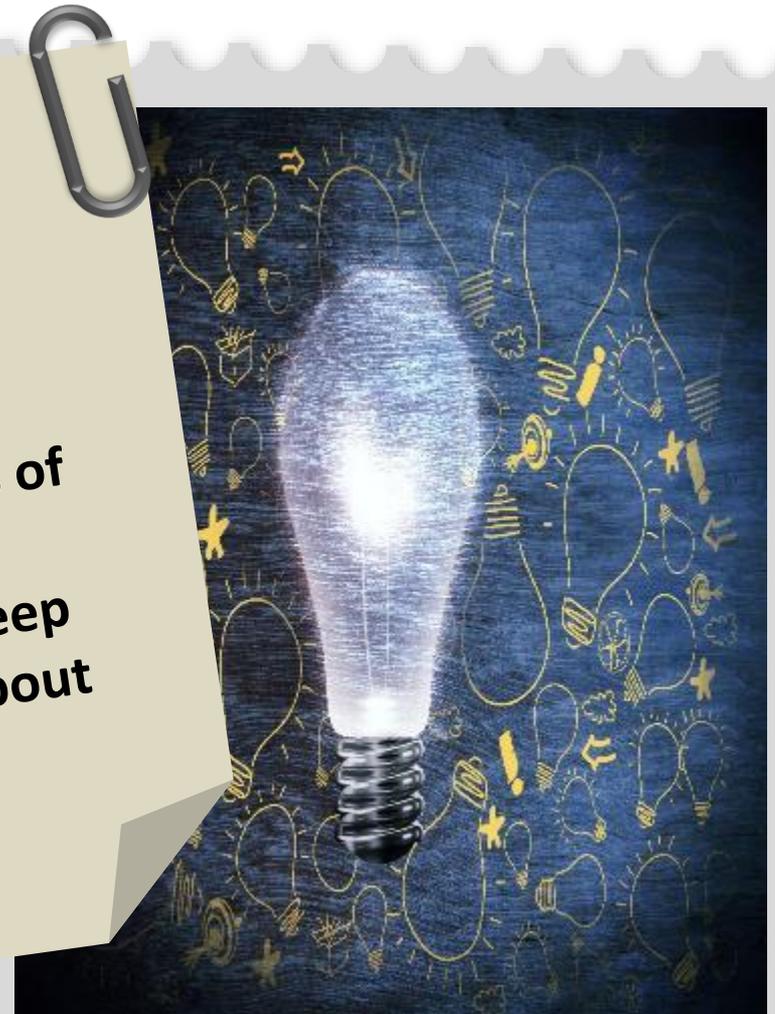
Never judge ideas as they are generated and encourage outrageous ideas. While such outrageous ideas may not be practical, they help to start a flow of creative ideas that can be used to come up with better and useful ideas. Always remember that the main aim of any brainstorming is to generate a lot of ideas in short time. You can analyze these ideas later but not during the time when they are being generated. Always try to have a diverse group to obtain a diverse set of ideas from several perspectives.



Tips to Follow for Brainstorming

The following is a list of a few key useful tips that you should follow for effective brainstorming:

Keep the participants of the brainstorming session updated after the session on what happened with their ideas and keep them informed. Informing them of the fruitful results of the ideas generated during the brainstorming session will help to keep them motivated and enthusiastic about being open and creative for future brainstorming sessions.



Case Study

Santhosh works as a Project Manager in a reputed software firm.

He is responsible for handling projects related to SAP-based development projects.

- 1. How can Santhosh use brainstorming to generate fresh ideas for new projects that his team would handle?**
- 2. Which brainstorming technique should Santhosh adopt, if his team consists of eight individuals from different backgrounds?**

Practice

*Let us now practice all
that you have learned
about Brainstorming
Skills.*

Practice



Look carefully at any one problem that you are facing, either in personal or professional life. Now, brainstorm on this problem, either individually, or in a group with a few friends. Based on your 'Brainstorm Session', answer the following questions:

- What is the problem statement?
- How many ideas did you generate during the session?
- Which ideas were eliminated? Why?
- How can you solve the problem?

Summary

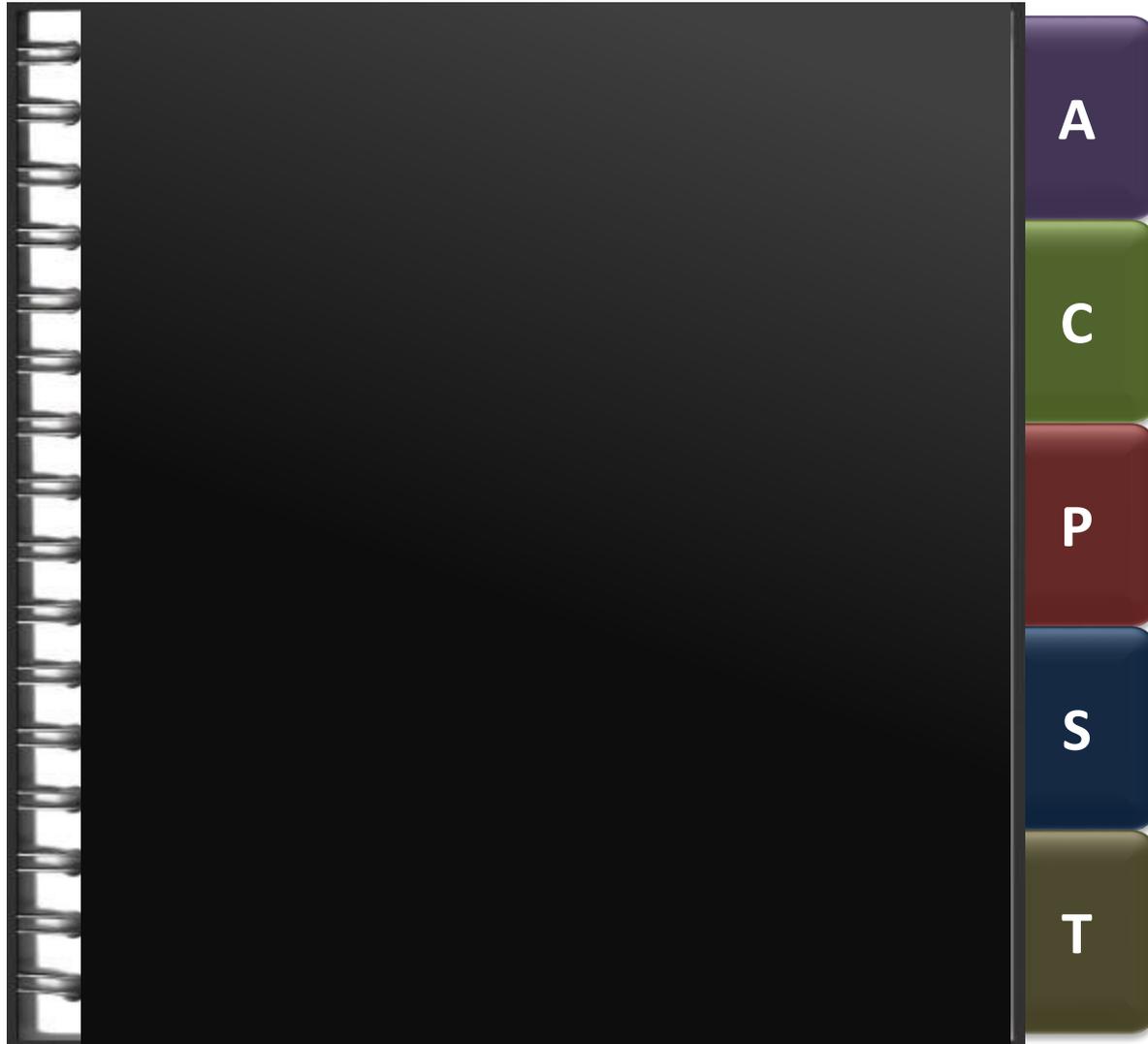
- Brainstorming is a strategy that is generally used in a group setting to quickly generate a large number of ideas to help solve a particular problem.
- Brainstorming works on two primary principles to foster creative thinking in people. These two primary principles are:
 - Theory of Associations
 - Theory of Preconditions
- Ground Rules of Brainstorming are:
 - Participants should express themselves freely
 - Everyone should be encouraged to speak
 - Ideas are written exactly as presented
 - No criticism or judgments of ideas
 - Build on ideas by clarifying ideas
 - Quantity and not the quality of ideas matters
 - Evaluate results of session after a lapse of time period

Summary

- Some of the brainstorming techniques used for brainstorming ideas are:
 - Free-form Brainstorming
 - Silent Brainstorming
 - Question Brainstorming
 - Structured Brainstorming
 - Unstructured Brainstorming
 - Team Idea Mapping
 - Nominal Group Technique
 - Reverse Brainstorming
 - Large Group Brainstorming
 - Split Group Brainstorming
- Brainstorming is a method or technique to foster creative problem-solving for generation of new ideas and greater acceptance by all of the suggested solutions.

Glossary

Click each alphabet to learn more.



Glossary

Click each alphabet to learn more.

- **Adapt** - Adapt means to make fit for, change or conform oneself to new or different conditions to suit a new purpose.
- **Action** - Action means to cause something to happen and to complete successfully.

A

C

P

S

T

Glossary

Click each alphabet to learn more.

- **Culture** - Culture means the attitudes and behavior that are characteristic of a particular social group or organization.
- **Communication** - Communication means the activity of communicating or the activity of conveying information.

A

C

P

S

T

Glossary

Click each alphabet to learn more.

- **Process**– Process is a particular course of action intended to achieve a result.
- **Phase** – A phase is any distinct time period in a sequence of events.

A

C

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S

T

Glossary

Click each alphabet to learn more.

- **Structure** - Structure means the manner of construction of something and the arrangement of its parts.
- **Strategy** - Strategy is an elaborate and systematic plan of action.

A

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Glossary

Click each alphabet to learn more.

- **Trivial** – Trivial means of little substance or significance.
- **Technique** – Technique is a practical method or art applied to some particular task.

A

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You have Successfully Completed
the Module on

Brainstorming Skills!

Congratulations