Brainstorming

Strategies for Success
Brainstorming Rules

Criticism of ideas is not allowed.

All ideas, no matter how wild, are encouraged.

The more ideas, the better.

Every participant should try to build on or combine the ideas of others.
Phrases That Should Never Be Said

1. IF IT AIN’T BROKE...DON’T FIX IT
2. WE’VE ALWAYS DONE IT THIS WAY
3. IT’LL NEVER WORK.
4. NO
5. GREAT IDEA, BUT NOT FOR US
6. WE’VE TRIED THAT BEFORE
Avoid Being Stuck in the Old

• Be innovative with contest and process
• Try something new
• Should feel uncomfortable
• Nervous about finishing on time