

**BRAIN STORMING**

***Creativity  
Session***

# Brainstorming Objectives

- New product or service ideas?
- New feature ideas?
- Feature/product naming?
- Promotion ideas?
- New process for doing something?

# Rules

- No idea is a bad idea
- Be creative
- Take risks
- No criticism allowed

# A typical Brainstorming Session



# The rules for brainstorming

- ***1. Write the topic to be brainstormed at the top of a flip chart page***
- ***2. Start with one team member and, in turn, have all team members contribute an idea***
- ***3. One idea per team member per turn***
- ***4. Write down ALL ideas on the flip chart page, and when full, hang on the wall and continue***

# Summarize

- Review ideas
- Vote on top candidates and consolidate
- Check requirements and restrictions
- Trim list to top 5-10 ideas