

# BRAINSTORMING



## WHAT IS BRAINSTORMING?

The generation of ideas or solutions about a specific topic by tapping into the wisdom of peers and encouraging them to think of novel ideas.

### A BRAINSTORMING ACTIVITY MAY BE ORGANIZED

- » as a facilitated activity that motivates participants to contribute ideas or solutions.
- » at the initial stages of a project or process.
- » virtually or face-to-face.

### USE IT TO

- » generate new and creative ideas.
- » generate lists/checklists.
- » facilitate problem solving, consensus building, and teamwork.
- » motivate participants to invest in an idea or solution.
- » enable knowledge sharing.

### HOW TO USE IT

- » Since the key goal of brainstorming is to generate as many ideas as possible—original ideas or ideas that build from each other—select a brainstorming topic that is relevant to participants.
- » Quantity is what counts during brainstorming, not quality. It is important that participants be aware that “no idea is a bad idea.”
- » Organize the session well: Make sure the brainstorm questions and guidelines are clear and that all participants understand the question and the process.
- » Encourage solutions from all participants; one or two people should not dominate the conversation.
- » A successful brainstorm should result in many bold and unique ideas that can then be analyzed, prioritized, and applied in relevant contexts.

## Q-STORMING VS BRAINSTORMING

Q-storming is very similar to brainstorming. Rather than seeking new answers and solutions, the goal of Q-storming practice is to generate as many new questions as possible around a specific topic. By doing so, you come up with open questions that could help you think through the challenge or problem that has to be resolved, or a difficult situation that has to be navigated.

This method is particularly effective when the team is confronted by a problem for which the solution has to be fully owned and implemented by the people involved in the Q-storming exercise, and the solution has to come from within.