

# Brainstorming

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# Brainstorming



Use **Brainstorming** to quickly gather many innovative ideas for a specific problem in a short amount of time.

- **Useful to**
- **Generate input from the entire group.  
(Team building)**
- **Obtain original “out of the box” solutions that could be used on this and other issues.**
- **Find a wide variety of potential solutions.**

# Set-up

- Need Facilitator and a scribe.
- Materials:
  - flipchart
    - Non-bleed through
    - Post-it type (or bring tape)
  - marking pens,
  - and blank wall space.

Post-it® Self-Stick Easel Pads - Standard Size  [Printer-friendly](#)



The advertisement features a central image of a woman pointing at a flipchart. Below this, there are three circular callouts showing different paper patterns: a grid, horizontal lines, and a blank sheet. To the right, the Post-it logo is displayed above the text 'Self-Stick Easel Pads'. Below this, a tagline reads 'A professional touch for meetings that matter.' followed by a paragraph describing the product's benefits: 'No tape. No tacks. No bleed-through. You'll love the convenience! Each pad features a sturdy backcard, handy carry handle and universal slots for mounting anywhere. There are 30, 25 x 30-1/2 inch sheets in each pad.' To the right of this text is an image of a flipchart with the handwritten text 'No tape. No tacks. No bleed-through.' Below the main text are three product options: '559 White' (All-purpose sheets), '560 White With Blue Grid' (Faint grid perfect for drawing charts and graphs), and '561 Yellow Lined' (Faint blue lines for neater note-taking and yellow paper for improved contrast and maximum visibility).

**Post-it** Self-Stick Easel Pads

*A professional touch for meetings that matter.*

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**559 White**

- All-purpose sheets

**560 White With Blue Grid**

- Faint grid perfect for drawing charts and graphs

**561 Yellow Lined**

- Faint blue lines for neater note-taking
- Yellow paper for improved contrast and maximum visibility

# Brainstorming guidelines:

- The more creative the better. (Concepts not developed here are acceptable)
- Stretch the imagination for solutions (help breakdown old barriers that are no longer valid)
- No bad ideas (these help generate creativity)
- No criticism, clarification, analysis during brainstorming.
- Using other people's ideas to make new, better, expanded ideas encouraged.

# Notes

- **Criticism, compliments** or **ranking**

restrict the creativity aspect of the session.

These show positive or negative toward specific person's input and modifies the other attendees willingness to give input.

# Brainstorming Steps 1,2

- Step 1: Introduce idea and making sure who, what, where, when, why, and how of the issue is described as accurately as possible.
- Step2: Allow for a minute or two for people to think on the issue before starting.

# Brainstorming Steps 3, 4, 5

- Step 3: Invite audience to call out ideas. If only a few are answering then rotate through the group allowing people to pass. Have Scribe record all of the answers.
- Step 4: Once flip chart is filled, rip it off and post on the wall for all to see.
- Step 5: Continue to collect input until several minutes of no input.

# End of session

- If possible attendees should receive receive a transcribed listing of all of the brainstormed ideas.
- At end of the brainstorming, you can use prioritization tools to further the resolution of the problem.

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# Thank You

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