

# Brainstorming Techniques

## Overview

**Duration: One Day**

This course covers the basics of brainstorming and then goes on to look at a number of different yet highly effective techniques that can be employed.

## Description

Brainstorming is probably the most well known and most widely used method for bringing groups of people together to generate ideas about an issue or problem. This is because it is a good way to gather many ideas rapidly. It is also a great way of bringing people together and helping to build them as a team. Just imagine the effect on the team and its morale if ideas that they generate are actually used. There is no doubt that people are more likely to buy-in to the ideas that they came up with themselves.

Although brainstorming is widely used for decision-making, it is not always handled very well. If that is the case, it can have the opposite effect to the one that is intended. Rather than creating ideas it can stifle them and rather than motivating people it demotivates them.

This highly interactive course will help learners to make the most of brainstorming sessions and also provides alternative techniques to enliven any session that is beginning to flag.

## Topics covered:

- **What is Brainstorming?** – A discussion to help participants understand what brainstorming is, and what it involves.
- **Brainstorming rules** – A brief look at the very limited rules suggested by Alex Osborn who is generally credited with being the inventor of brainstorming.
- **Preparation** – Although many brainstorming sessions take place on the spur of the moment they all require some preparation. We look at the importance of defining the purpose of the session, selecting the right participants, and then briefing them properly.
- **Storm and Floods** – This is an activity that we re-visit on several occasions to take participants through the whole brainstorming process and to give them plenty of practice.
- **The Three R's of Facilitation** – The three R's take you through the essential elements of facilitating an effective brainstorming session.
- **Closing the Session** – Effective closing of the brainstorm may be just as important as the session itself. We look at the essential elements that the facilitator needs to cover.

- **Clarify and Nurture** – Learners discover the importance of ensuring that all ideas that are unclear are clarified and that ideas are nurtured. They also learn what this involves practically.
- **Alternative Techniques** – There are many ways to enliven a flagging brainstorming session, provide a fresh approach or simply build on initial ideas. The learners are introduced to some of the most important of these.
- **Brainstorming Scenarios** – Learners work through up to 6 scenarios so that they can practice the alternative techniques covered during the programme.

### **Who Should Attend?**

Anyone who facilitates or takes part in brainstorming sessions, or wants to work with organisational teams to develop their problem-solving abilities.