

BRAINSTORMING RULES

The purpose of Brainstorming is to generate large quantities of ideas without consideration for the quality or the eventual use of the ideas. Selecting and focusing the ideas is a different step in the process.

- ◆ **Defer Judgement**
No positive or negative statements about the ideas themselves.
- ◆ **Strive for Quantity**
Generate lots of ideas.
- ◆ **Freewheel and accept all options**
No ideas too plain, too active, too silly or too far out to be recorded.
- ◆ **Seek Combinations**
Piggyback on other ideas — expand other ideas, use other ideas to generate different ideas.