

NAME

7 tips for Better Brainstorming

AUTHOR/OWNER

IDEO

SOURCE

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INTRODUCTION

IDEO's 7 tips for better brainstorming is useful advice that could be followed during group brainstorming so that imagination, idea generation and implementation are encouraged and not restricted.



NOTES

IDEO

IDEO is a leading international design and innovation consultancy founded in California, USA with branches all over the world. The company designs services, environments, digital experiences and products and it is also involved with design management.

IDEO's 7 tips for Better Brainstorming

To help you generate better ideas, here are some tips IDEO uses in traditional group brainstorming, to set the boundaries of that creative space.

1. Defer judgment

Creative spaces don't judge. Let the ideas flow, so that people can build on each other and foster great ideas. You never know where a good idea is going to come from, the key is to make everyone feel like they can say the idea on their mind and allow others to build on it.

2. Encourage wild ideas

Wild ideas can often give rise to creative leaps. In thinking about ideas that are wacky or out there we tend to think about what we really want without the constraints of technology or materials. We can then take those magical possibilities and perhaps invent new technologies to deliver them. We say embrace the most out-of-the-box notions.

3. Build on the ideas of others

Being positive and building on the ideas of others take some skill. In conversation, try to use *and* instead of *but*...

4. Stay focused on the topic

Try to keep the discussion on target, otherwise you can diverge beyond the scope of what you are trying to design for.

5. One conversation at a time

Always think about the challenge topic and how this could apply.

6. Be visual

In live brainstorms use coloured markers to write on Post-its that are put on a wall. Nothing gets an idea across faster than drawing it. Doesn't matter how terrible of a sketcher you are! It's all about the idea behind your sketch.

7. Go for quantity

Aim for as many new ideas as possible. In a good session, up to 100 ideas are generated in 60 minutes. Crank the ideas out quickly.

USEFUL LINKS

www.openideo.com/blog/seven-tips-on-better-brainstorming

<https://en.wikipedia.org/wiki/IDEO>