Rules for Great Brainstorming
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1. Introduce the concept to be discussed.
2. CHANGE THE PHYSICAL ENVIRONMENT!
3. Generate some ENERGY in the room.
4. Set a time limit on the brainstorming session.
5. Set a goal for the number of ideas you want in the established time limit.
6. Have one or two people record ideas on a flipchart or chalkboard.
7. NO VALUE JUDGEMENTS UNTIL TIME IS UP!
8. After the time expires, count the number of responses and congratulate the group on their accomplishment.
9. Now, review each idea, discussing its value and usability. Look for ways to build on the ideas presented.
10. Make a new list of useable ideas - and celebrate your creativity!