

## 12 GUIDELINES FOR BRAIN STORMING AND PROBLEM PICKING

1. Precisely state the topic to be brain stormed
2. Each member, in rotation, is asked for ideas. This continues until all ideas have been exhausted.
3. Each member offers only ONE idea per turn regardless of how many ideas he or she has in mind.
4. Strive for quantity of ideas to maximize the effectiveness of the team process
5. Not everyone has an idea during each rotation. When this occurs, just say, "Pass."
6. No idea should be treated as stupid. To criticize or belittle someone is to surely curtail the creativeness of team members
7. Good-natured laughter and informality should be encouraged to enhance the climate for innovative activity. Obviously, on the other hand, derisive laughter will have an unwelcome and dampening effect.
8. Exaggeration should be encouraged. It may add humor and it certainly adds a creative stimulus to the process.
9. During brainstorming, no evaluation of suggested ideas should occur. This applies equally to the leader. Not just a negative comment but even something like, "Hey, that's good!"  
NO comments, -- GOOD-BAD-INDIFFERENT -- please.

Finally, the brainstorming has been completed when all ideas have been exhausted. This massive number of ideas must be critically examined and narrowed down. In the interest of time, a simple voting technique is used. It works because the members are the experts in their area.

10. Members vote on each idea, the leader records each vote next to the idea. Members can vote for as many ideas as feel have value. Only supporting votes are taken. No one is asked to vote against an idea.
11. Draw a circle around those ideas that received the most votes. The members decide how many of the top ideas will be so identified.
12. Now the members can focus in on a few important items. These important few will be first discussed to assure a clear understanding of each. Then they will be voted on. At this time, usually only one vote per member is permitted. Write the ranking number beside each idea that has been circled. A member can halt the voting on any idea and argue for or against it. Others may join in if they wish. Only when the discussion has subsided will the voting take place.



OPINIONS AND FEELINGS ARE FREQUENTLY A PERSONAL TRIUMPH OVER GOOD THINKING  
YOU DEFINE REALITY BY WHAT YOU KNOW, WHAT YOU BELIEVE, AND WHAT YOU DO ABOUT IT.