

## BRAINSTORMING RULES



1. Remember quantity goes for quality in this phase. The more idea you collect the better.
2. Do not rate the ideas at this moment.
3. Build on the ideas of the others: Try to use the method "yes and...." if one team member proposes an idea to build on this one before going to the next one.
4. Encourage wild, unconventional ideas. This helps to open up new perspectives.
5. Stay focused on the topic. Always try to stick to the question/the job you defined at the beginning of the brainstorming session
6. If a team gets stuck it can be animated through questions such as "What would Obama say?", "What would Superman do?" etc.

