

BRAINSTORMING

This methodology promotes creativity and helps you come up with new ideas through loose participation of the team members.

Instructions



Define the working group and a moderator that will ensure the participation of all the members and avoid repeated comments.

The moderator shall clearly state the rules and the period of time to do the creative excercise.

While brainstorming, let the alternatives arise even if they seem unfeasible.

When you run out of ideas, jointly discuss them. Those ideas that seem to be reiterative shall not be considered.

Cluster the similar ones.

The moderator picks all the clustered ideas and registers them on a document.