

## **Brainstorming**

Few problems are solved by the first idea that comes to mind. In order to discover the best solution, it's important to consider many possibilities. One of the best ways to do this is by brainstorming.

Brainstorming isn't a discussion, it's the act of defining a specific problem, challenge or idea, and then coming up with as many solutions and ideas appropriate to the topic as possible. No matter how remote a suggestion may sound it's okay - allow each idea to spark others. During a brainstorming session, it's important not to evaluate ideas. This will interrupt and cut off the creative flow.

Brainstorming for one member's issue typically generates ideas that can be used by other members of the board.

### **Brainstorming Rules:**

- Everyone shares ideas freely - the more radical and outrageous the better.
- Quantity of ideas is the goal, not quality.
- No judgment of, or comments on, ideas is permitted during the session.
- Use ideas as a springboard to stimulate more ideas.
- There are no wrong ideas! An idea that may have little merit itself might be the catalyst that sparks that million dollar solution.

### **Get the Most from Your Brainstorming Session**

If the person whose issue being brainstormed, has already tried a suggestion, it's very tempting to explain this to the board. Be quiet, resist this temptation and allow the flow of ideas to continue.

When brainstorming your issue, you may find many great ideas that you'll be able to implement. Sometimes, however, it seems that 95 percent of the ideas aren't helpful at all. Don't be discouraged by this, but look for the one or two suggestions that could be really valuable to you.

Giving careful thought ahead of time as to how you'll explain the issue or challenge you'd like the board to brainstorm will increase the usefulness of your results.

