

Brainstorming

Dr. Janakarajan Ramkumar

Professor

Department of Mechanical & Design

Program

IIT Kanpur, India.

Introduction

- Brainstorming is the name given to a situation when **a group of people meet to generate new ideas** around a specific area of interest.
- Using rules which remove inhibitions, people are able to think more freely and move into new areas of thought and so create numerous new ideas and solutions.
- The participants shout out ideas as they occur to them and then build on the ideas raised by others.
- All the ideas are noted down and are not criticized. Only when the brainstorming session is over are the ideas evaluated.

Brainstorming technique

- There is incitement of one individual's brain by the psyche of another in this process.
- In a normal gathering for brainstorming session, 4 to 6 individuals are present lounging around a table, and precipitously creating thoughts intended to tackle a particular issue or problem.

Rules to be followed:

- Criticism is not allowed.
- Free-wheeling is welcome.
- Any number of ideas is welcome and desirable.
- Improvement and combination are sought.

Brainstorming technique

Important Rules:

- The newly generated ideas should not be judged simultaneously. They should be separated by time, space and people, if possible.
- A large quantity of possible solutions should be generated.
- As ideas are generated, watch for opportunities to combine or improve them.
- Even apparently impractical ideas should be considered.

Brainstorming technique



How to Brainstorm

Step 1: Defining the issue

- The first thing you need to do while brainstorming is to understand the definition of what you are brainstorming.
- The question should be clear and prompt participants to think of solutions, such as “How can we differentiate our services?” or “How can we increase production?”
- Once the concept of the discussion is clear, ideas can be discussed more efficiently.

Step 2: Lay out the context

- Next, ask yourself what the participants already know about the context of the problem question and what else they need to know.
- Compile any additional information participants will need and send it to them, or present it during the session.

How to Brainstorm

Step 3: Pick an appropriate facilitator

- The facilitator should be someone who can keep the session on track, has experience with brainstorming and is unbiased. They should be able to make sure everyone participates and that no one dominates the discussion.

Step 4: Invite the right people

- Your session should include people in the company who are affected in some way by the problem question.
- It should also include experts on the topic being discussed and non-experts, such as employees in another area of the business or non-employees.
- Three to eight people is often ideal.

How to Brainstorm

Step 5: Set the agenda

- First, devote enough time for setting out the problem question, boundaries, context and definitions.
- The heart of the brainstorming is divided into two parts—first, “diverging,” then “converging.”
- Diverging is when participants explore options and generate new ideas. Converging is when ideas are sorted and discussed in order to isolate the best ones.

Step 6: Holding the session

- A simple technique for the diverging component is for the facilitator to hand out sticky notes and give participants a few minutes to write down their ideas.
- The sticky notes are then put up on a wall or whiteboard and are then discussed further.

Types of Brainstorming

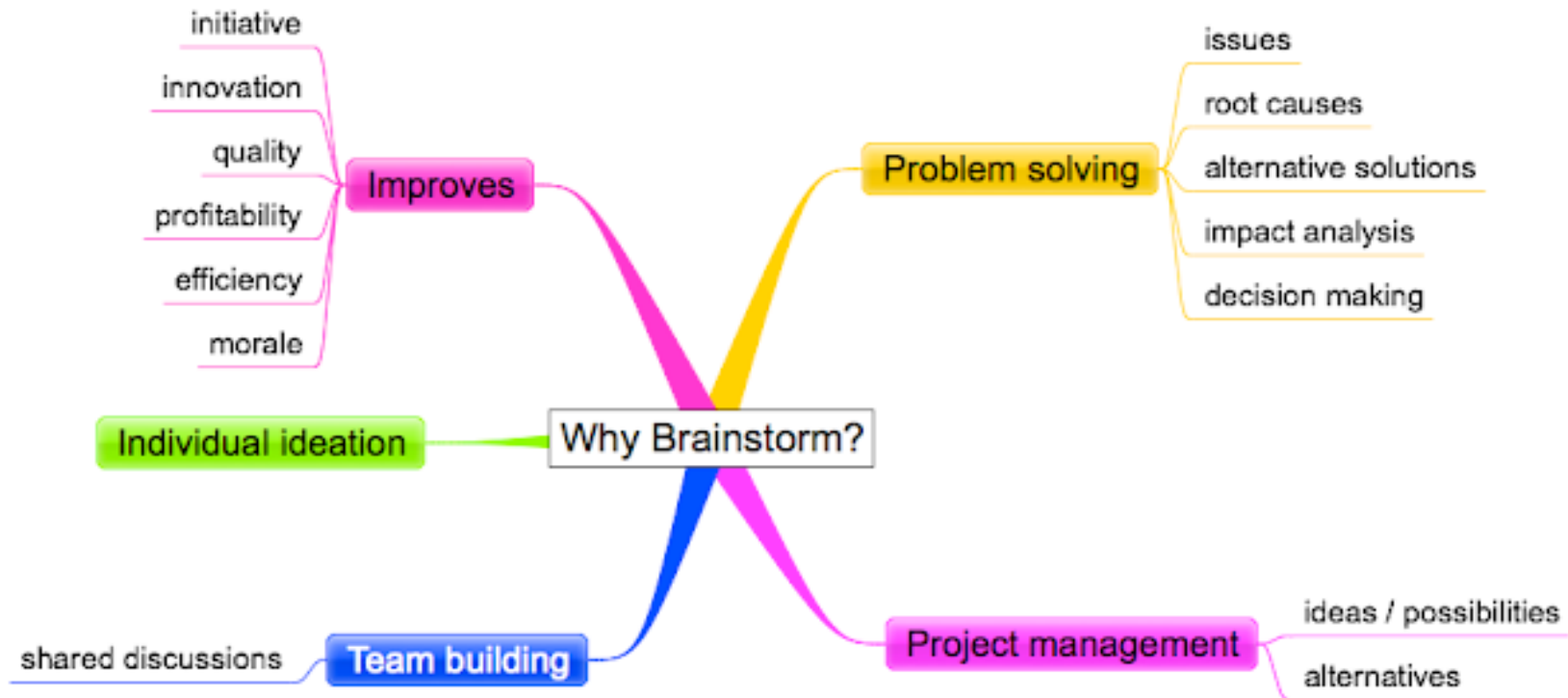


Brainstorming as a group



Brainstorming on your own ?

Brainstorming benefits



Summary

Brainstorming is an activity by an individual or a group to generate ideas.

A typical brainstorming session can be executed by following these steps :

1. Defining the issue
2. Lay out the context
3. Pick an appropriate facilitator
4. Invite the right people
5. Set the agenda
6. Holding the session

Thank You