

Brainstorming

True Brainstorming Strategies:

6-8 minutes

ALL ideas are good ideas

Don't explain, defend, convince

Professional role elimination

Focus on developing the best
idea in the room



ALL

Ideas

Are

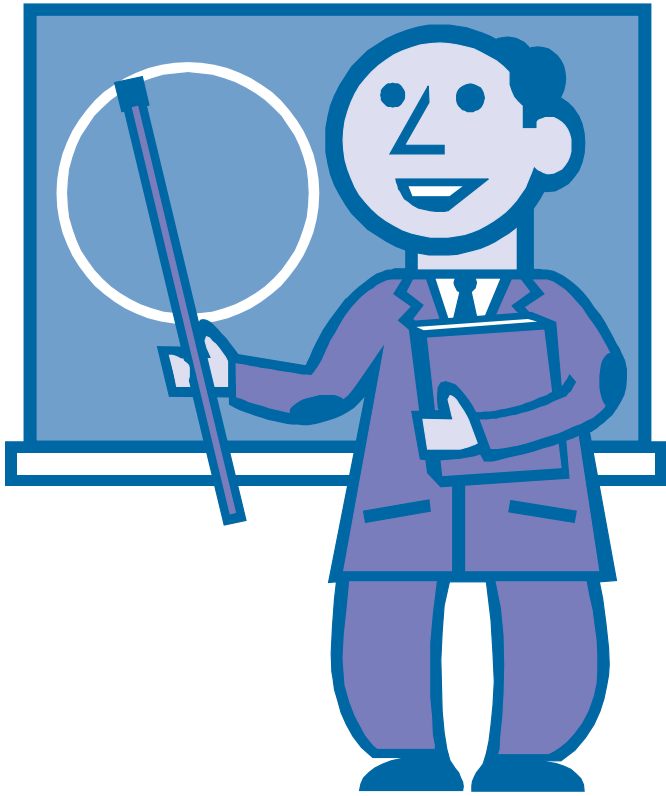
Good

Ideas

 **Explain**

 **Defend**

 **Convince**



Professional Role Elimination

(Take off your hat)



Focus On Developing The Best Idea In The Room

