

QUICK TIPS

Idea-Spurring Questions
to take an old idea and make it
new!

ADAPT?

What else is like this?
What other ideas does this
suggest?

MODIFY?

Change meaning?
Change shape, form?

MAGNIFY?

What to add?
Greater frequency?

MINIMIZE?

What to subtract?
Make smaller, less of?
Less frequent?

PUT TO OTHER USES?

New ways to use it?
Other uses if modified?

SUBSTITUTE?

Who/what else instead?
Other place/time?

REARRANGE?

Other layout?
Other sequence of events?

REVERSE?

Opposite?
Turn it backward?
Turn it upside down?

COMBINE?

Combine purposes?
Combine ideas?

Source: Bristol-Myers Public
Relations

LEADER BITS

are available on
the following topics:

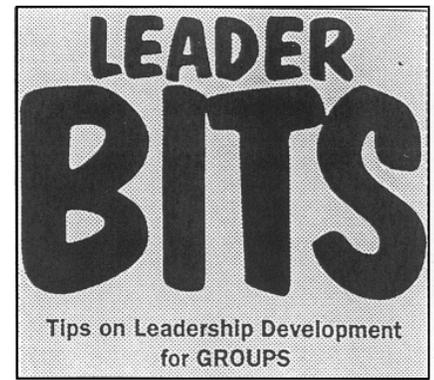
- Advising Groups
- Agendas
- Assertiveness
- Brainstorming
- Co-Sponsorship with Other Groups
- Communication
- Community Service
- Conflict Resolution
- Constitution/Bylaws
- Delegation
- Difficult Members
- Elections
- Ethics
- Evaluation Series
 - Group Performance*
 - Individual Performance*
 - Meeting Evaluation*
 - Program/Event Evaluation*
- Financial Series
 - Budgeting Organization Money*
 - Corporate Sponsorship*
 - Fundraising*
- Getting Involved
- Goal Setting
- Group Dynamics
- Icebreakers
- Marketing Your Leadership Skills
- Meetings
- Minutes from Meetings
- Motivation
- Newsletters
- Officer Transition
- Parliamentary Procedure
- Program Planning
- Public Speaking
- Publicizing Events
- Recognition
- Recruiting Volunteers
- Retreats
- Starting an Organization
- Stress Management
- Team Building
- Time Management
- University Events

LEADER BITS

is a publication of
the Student Involvement &
Leadership Center (SILC). Copies
are available in SILC, 400 Kansas
Union, 864-4861.

SILC staff offers programs and
consultation in these and other
areas of personal and
organizational leadership.

Revised: June 2005
The University of Kansas



**B
R
A
I
N
S
T
O
R
M
I
N
G**

BRAINSTORMING

A process whereby a group pools their collective thoughts and ideas to formulate a list of ideas and suggestions about a project, promotion, problem, or program.

The Ground Rules for Brainstorming

In setting up a brainstorming session for your group, here are some ground rules that should be explained to all participants before you begin. Remember: **Spontaneity and outrageous ideas often yield the best solutions!**

All participants and ideas hold **equal weight**

Ideas are placed on a **blackboard or flipchart**, visible to everyone

A **time limit** is determined

One specific problem or issue is dealt with at a time

Quantity (lots of ideas) about the problem or issue is the goal

Everyone is encouraged to speak often

Piggy-backing (building on one another's ideas) is encouraged

Quality of ideas is not important

Negative and critical remarks are not allowed

Narrowing Down the Possibilities

Now that you have a surplus of ideas, it's important to examine your list and pick the best solution.

Step 1: **Combine** two or more ideas to make a great idea and improve on the rough thoughts thrown out in the brainstorming session.

Step 2: **Discard** ideas which are impractical, impossible, not feasible, or illegal.

Step 3: **Choose** the three best ideas by having everyone vote for three ideas and taking the top three vote getters.

Step 4: **Examine** each of your top three ideas. Discuss all their possibilities, potential, and problems. Keep in mind your monetary and human resources and the time you have to complete the proposed project or solve the problem.

Step 5: **Pick** the strongest one out of your top three, and go with it.

Brainstorming is needed for executive/officer meetings, problem-solving meetings, and meetings to explore possible courses of action. It is very useful in encouraging suggestions, gaining participation by group members, and training members.

Adapted from: Bristol-Myers, A Pocket Guide for Brainstorming Sessions

Gibbs, J.R., Platts, G., & Miller, L., Dynamics of Participative Groups