



TOOLKIT CREATION

BRAINSTORM RULES

The goal isn't a perfect idea, it's lots of ideas, collaboration, and openness to wild solutions. The only way to get to good ideas is to have lots to choose from.

BRAINSTORM RULES^{*}

Defer judgement

You never know where a good idea is going to come from. The key is to make everyone feel like they can say the idea on their mind and allow others to build on it.

Encourage wild ideas

Wild ideas can often give rise to creative leaps. When devising ideas that are wacky or out there, we tend to imagine what we want without the constraints of technology or materials.

Build on the ideas of others.

Being positive and building on the ideas of others take some skill. In conversation, we try to use "yes, and..." instead of "but."

Stay focused on the topic

Try to keep the discussion on target, other-

wise you may diverge beyond the scope of what you're trying to design for.

One conversation at a time.

Your team is far more likely to build on an idea and make a creative leap if everyone is paying full attention.

Be visual.

Everyone put the ideas on Post-its and then put them on a wall. Nothing gets an idea across faster than a sketch.

Quality through quantity

Aim for as many new ideas as possible. In a good session of 60 minutes, up to 100 ideas are generated.

* <https://www.ideou.com/pages/brainstorming>