



Appendix C: Tips for Facilitating Brainstorming

Brainstorming is a group collaboration designed to generate ideas. When brainstorming, it is important to create an open and receptive environment for group discussion. Not everyone is familiar or comfortable with brainstorming, so consider holding a brief “warm-up” session so all attendees feel welcome and at ease. Once the group has been introduced and is settled, you should discuss the rules of the brainstorming session:

- Define clearly the problem you want solved, and lay out any criteria to be met.
- Appoint someone to record the ideas that come from the session. These should be noted in a format that everyone can see and refer to. You may want to record the ideas on flip charts, whiteboards, or computers with data projectors.
- Discuss everything that could be measured with your team, without regard to feasibility, to get as many ideas as possible.
- Withhold and postpone your judgment of ideas.
- Encourage and remain open to all ideas and suggestions.
- If the conversation comes to a stop, use that as an opportunity to review the discussion up to that point.
- Consider taking a short break.
- Build on ideas put forward by others.
- Emphasize that every person and every idea has equal worth.
- Be mindful that the brainstorming session may not last as long as originally planned, and try not to force the conversation to continue past a natural breaking point.
- Close the session by thanking the attendees for their participation and checking to make sure they have nothing else to add.

It is a good idea to collate the ideas and distribute them promptly to the group.

