IIT ROORKEE

NPTEL ONLINE CERTIFICATION COURSE

LECTURE-33

Brainstorming technique- I

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Important things keep in mind while Brain storming

- Prioritizes quantity over quality.
- Be open to all ideas and possibilities.
- Problem with Brainstorming that people thought it can only done in one way.
- Don’t get lazy keep Brainstorming both, effective and efficient.

Brainstorming technique

- Separate idea generation from discussion.
- Team leader shares the topic on which every team member write their own ideas.
- Individual brain storming will give more unique idea than group comes together.
- providing new perspective open the possibilities for fresh idea.

Types of Brainstorming

- Round robin brainstorming.
- Pop-corn brainstorming.
- Snow balling technique.
- Stepladder technique.

Tips to make Brainstorming success

- Make objective clear what you are seeking.
- Facilitate the session so that, people who are quiet have equal time in the spotlight.
- Take away the possibilities of anchoring by letting people generate ideas before coming together to discuss and elaborate.