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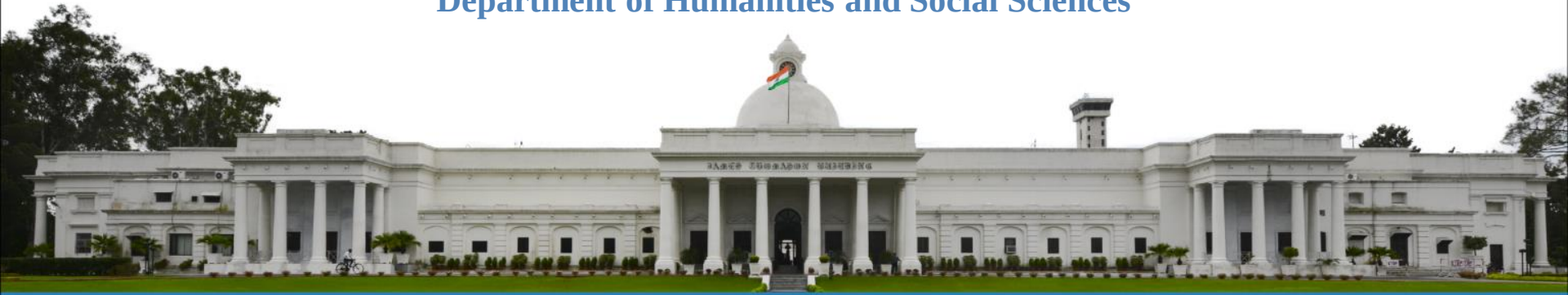
NPTEL ONLINE CERTIFICATION COURSE

LECTURE-34

Brainstorming technique- II

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Brainstorming techniques

- Associative brainstorming technique.
- Word storm.
- Word association.
- Mind mapping.
- Word banks.

Cont.

- Visual association perform done, in order to get certain that created work doesn't raise negative association in audience.
- Think proportionally means to think of something from a different perspective to get an idea.
- Twist your brainstorming technique to get the best possible results.
- Brainstorming technique can be made powerful by new method.

Some facts may hinder the successful brainstorming session

- Lack of focus.
- Lack of organization.
- Collecting the wrong people and participants.
- Too much criticism too soon.

Before scheduling brain storm session

- Be sure you really want to brainstorm.
- Are you truly open to new idea.
- Write down brain storming goals.
- Brainstorming allow individuals to write down their thoughts rather than speak aloud.