

Rules of Brainstorming



Defer Judgment

Creative spaces are judgment-free zones—they let ideas flow so people can build from each other’s great ideas.



Encourage Wild Ideas

Embrace the most out-of-the-box notions. There’s often not a whole lot of difference between outrageous and brilliant.



Build on the Ideas of Others

Try to use “and” instead of “but,” it encourages positivity and inclusivity and leads to tons of ideas.



Stay Focused on the Topic

Try to keep the discussion on target. Divergence is good, but you still need to keep your eyes on the prize.



One Conversation at a Time

This can be difficult—especially with lots of creative people in a single room—but always think about the challenge topic and how to stay on track.



Be Visual

Use colored markers and Post-its. Stick your ideas on the wall so others can visualize them.



Go for Quantity

Crank your ideas out quickly. For any 60-minute session, you should try to generate 100 ideas.