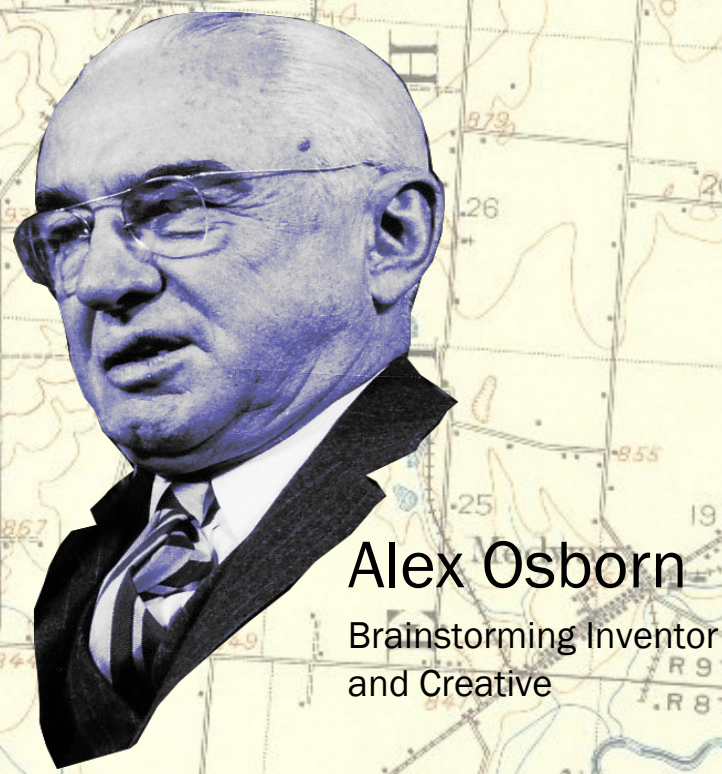


# PRactical BRAINSTORMING FOR TOUGH PROBLEMS

Stop wasting time & Start thinking up

**WHAT IS BRAINSTORMING?**  
A divergent thinking technique invented in the 1930's by Alex Osborn designed to generate large quantities of potential solutions to consider later.

"Brainstorm means using the *brain* to *storm* a creative problem—and to do so in *commando* fashion, with each stormer audaciously attacking the same



**WHAT PROBLEMS CAN BE BRAINSTORMED?**  
"As to which subjects lend themselves best to joint brainstorming, the first rule is that the problem should be *specific rather than general*—it should be narrowed down so that the panel-members can shoot their ideas at a single target." - Alex Osborn

**RULE #1**  
Save judgment for later  
Judging ideas at this stage is too easy, slows the process, and keeps other stormers from offering wild suggestions.

**RULE #2**  
Wild ideas are welcomed  
The wilder, the better. It is easier to tame a wild idea than to make a tame one run

**RULE #3**  
Quantity is the goal  
The more ideas, the better. Ideas (even bad ones) spawn new ideas. The more ideas, the better the chance of a good one.

**RULE #4**  
Build on ideas of others  
Join 2 ideas, improve an idea, take something away from an idea, just do something and start thinking of ideas.

Take a direct route.  
Don't ramble on about your own ideas.

Be creative...we've already tried all the 'normal' ideas.

Only ~1 of every 25 ideas will be a good one.  
Keep up the fire.

Creativity is combination.  
How can those ideas be put together?

**Objective**  
"a checklist of ideas ...which can serve as leads to problem solutions ...which can subsequently be evaluated and further processed"

**WARNING!**  
"Fiascoes are usually due to a failure of leadership. For example, if a group chairman acts omniscient, he makes his more timid members afraid to open their mouths." - Alex Osborn

**WHAT NOW?**  
A storming session is designed to generate possible solutions...not solve the problem. Now you have to choose which solutions to pursue. You need

**BONUS QUESTION!**  
What is the historical significance of the land under the objective triangle?  
Email me for the answer: [DanManning@FirepowerConcepts.com](mailto:DanManning@FirepowerConcepts.com)

**Firepower** concepts  
Don't waste time on your next brainstorming session. Contact us to learn more than just brainstorming. Learn to unlock the power of creativity in your team. Email today: [DanManning@FirepowerConcepts.com](mailto:DanManning@FirepowerConcepts.com)

More information  
*Applied Imagination; Principles and Procedures of Creative Thinking*, by Alex Osborn  
  
The Applied Creativity Blog  
[www.FirepowerConcepts.com/Applied-Creativity-Blog](http://www.FirepowerConcepts.com/Applied-Creativity-Blog)