**Purpose:**

To generate as many ideas as possible, without first assessing the value of these ideas

Brainstorming is useful for helping to identify possible root causes of a problem or trying to identify potential solutions. It is best if used in a group situation as people's ideas can then spark ideas in others.

**Directions:**

**Step 1:** Ensure that everyone is feeling relaxed

**Step 2:** Select someone to write the ideas on a flip chart or a large sheet of paper

**Step 3:** Define the problem clearly and check that everyone has the same understanding of the problem

**Step 4:** Generate as many ideas as possible, without discussion or evaluation. Encourage everyone to contribute.

**Step 5:** Write down every idea and do not judge ideas, since in brainstorming there is no such thing as a bad idea. Sometimes strange ideas stimulate new areas of thought and inspiration.

Brainstorming is very simple. It works best when the meeting is informal. It can be used to encourage everyone to contribute and to break down barriers between departments or teams. It allows everyone to contribute equally to the team and is a very useful technique for lots of different situations.