

BRAINSTORM THE ROOT CAUSES



TOPIC: BRAINSTORMING

GENERAL BRAINSTORMING GUIDELINES

- **CONDUCT BRAINSTORMING IN SMALL GROUPS (4 – 8)**
- **HAND OUT GROUND RULES FOR THE SESSION, CREATE A POSTER OF “PLAYFUL RULES”**
- **ASK PARTICIPANTS TO DO INDIVIDUAL BRAINSTORMING OR HOMEWORK BEFORE THE GROUP SESSION**
- **CONSIDER A WARM UP ACTIVITY, ESPECIALLY IF YOU HAVE A NEW GROUP**
- **TAKE SHORT BREAKS (5 MINUTES) EVERY 15-30 MINUTES**
- **START AND END WITH “AROUND THE ROOM” TO BE SURE EVERYONE IS HEARD**
- **MAKE IDEAS VISIBLE AND RECORDABLE**
- **KEEP TOPIC OPEN – PARTICIPANTS OFTEN THINK OF ADDITIONAL IDEAS AFTER SOME TIME HAS PASSED**
- **NUMBER THE ITEMS**

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TOPIC: BRAINSTORMING

GENERAL BRAINSTORMING GUIDELINES (CONTINUED...)

- **ONE PERSON SPEAKS AT A TIME**
- **BE AWARE OF SUBTLE CRITISM OR PRAISE**
- **PREPARE A CHECKLIST OF TECHNIQUES FOR EXPANDING IDEAS – MODIFY, MINIFY, MAGNIFY OR SUBSTITUTE**

7 TIPS TO CONDUCT EFFECTIVE BRAINSTORMING SESSIONS

1. **ESTABLISH THE NEED FOR A BRAINSTORMING**
2. **DON'T ALLOW PARTICIPANTS TO DEVIATE FROM THE TOPIC**
3. **ENSURE DOMINATING PARTICIPANTS ARE EFFECTIVELY MANAGED**
4. **ENSURE EVERYONE PARTICIPATES IN THE DISCUSSION**
5. **DON'T ENGAGE IN EVALUATING VIABILITY OF THE IDEA**
6. **ANY CRAZY IDEA IS WELCOME**
7. **GENUINELY APPRECIATE AND THANK EVERYONE FOR THEIR CONTRIBUTIONS AT THE END OF THE SESSION**