

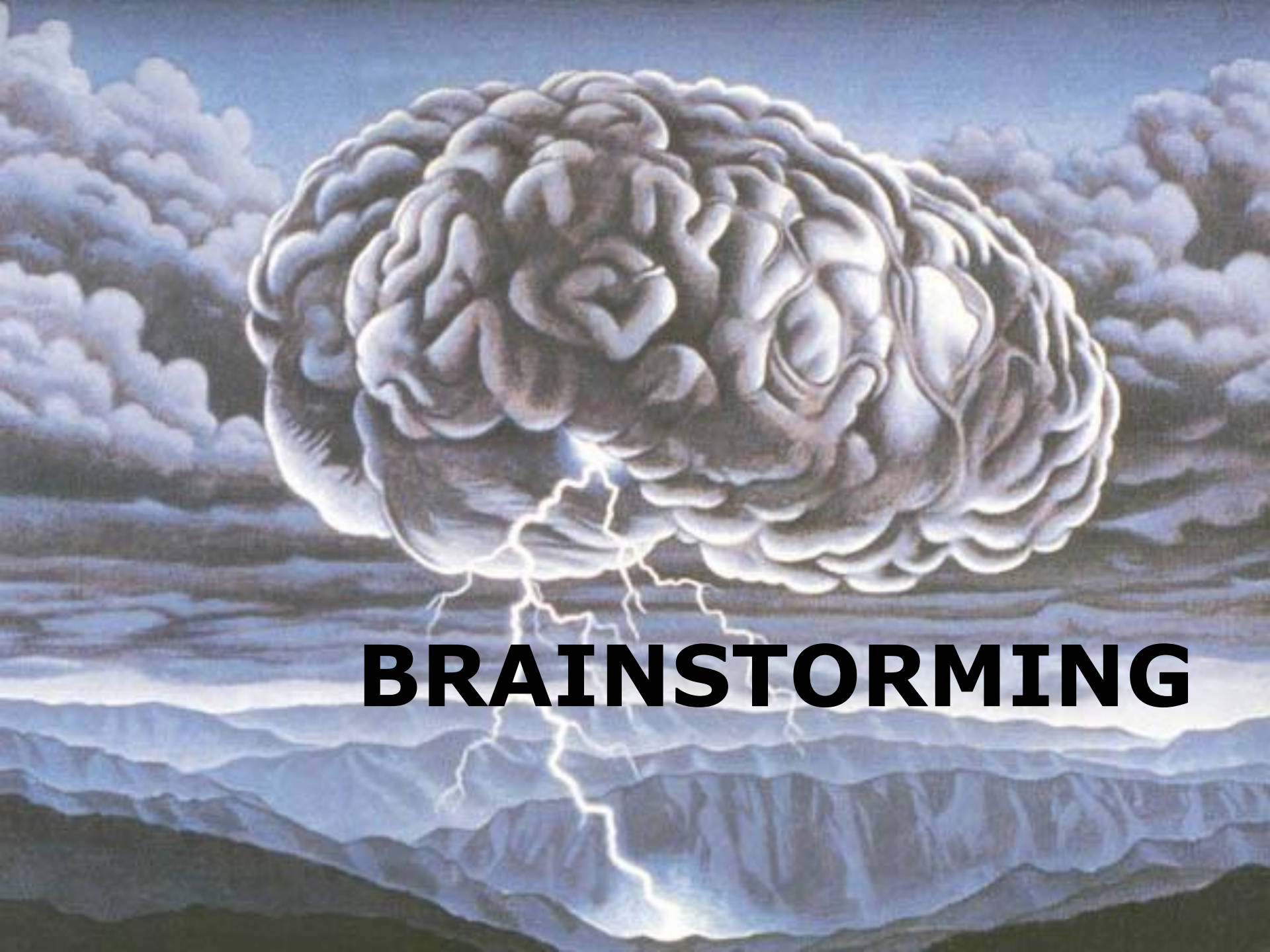
التفكير الابداعي

CREATIVE Thinking

Lecture
#4

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BRAINSTORMING

WHAT IS BRAINSTORMING?

- ❑ Brainstorming is a group activity technique. It is designed to generate lots of ideas for solving a problem.
 - ❑ The underlying principle is that the greater the number of ideas generated, the possibility that a quality solution will be found.
 - ❑ Brainstorming is a commonly used tool by academics researchers and business teams.
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TYPES OF BRAINSTORMING

Individual Brainstorming:



TYPES OF BRAINSTORMING

Group Brainstorming.



RULES

There are four basic rules in brainstorming:

1) Focus on quantity:

If lots of ideas are generated it will be easy to produce an effective solution.

2) Reserve criticism:

Don't comment on any ideas. First accept all, at a later stage judge.



RULES

3) Welcome unusual ideas:

To get a good and long list of ideas, unusual ideas are welcomed.

4) Combine and improve ideas:

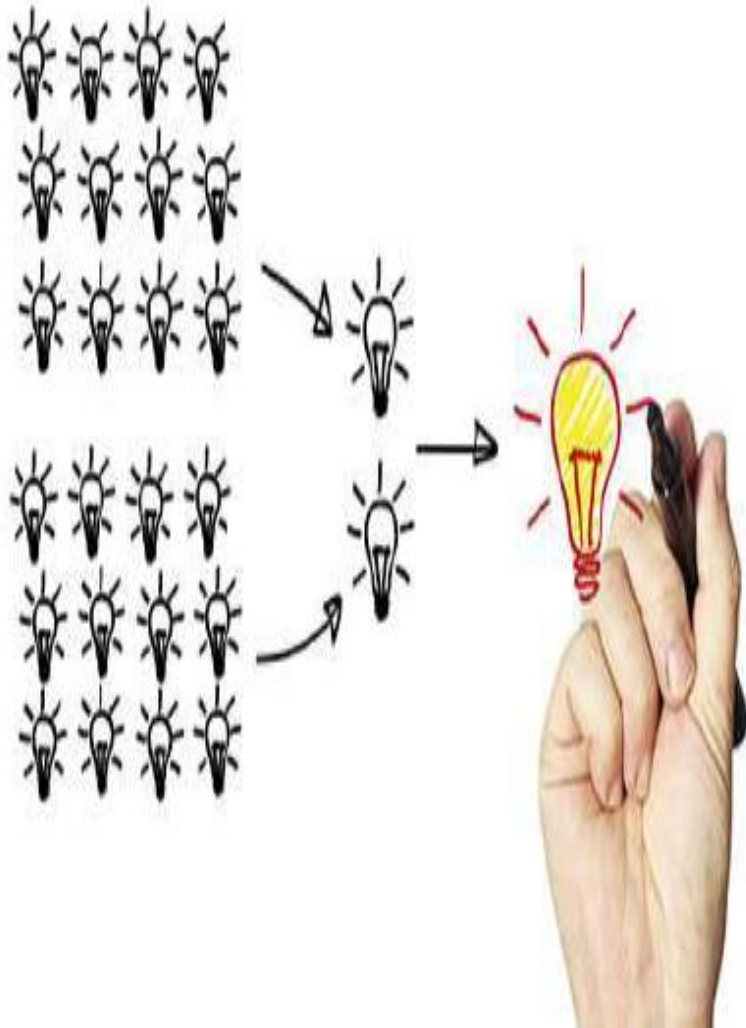
Good ideas may be combined to form a single better idea.



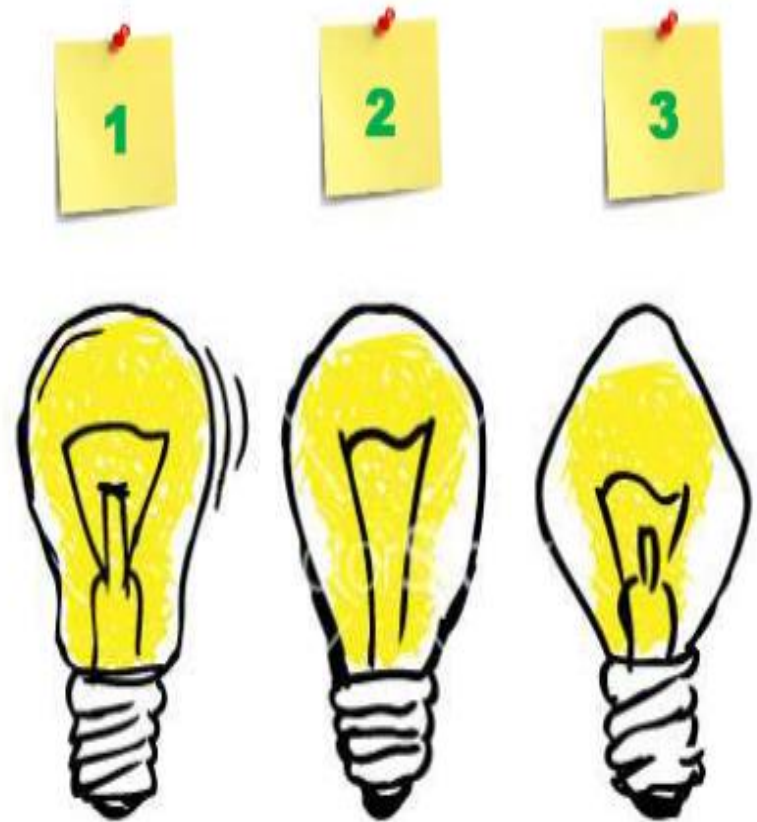
PROCEDURE

- ❑ Decide on the question or topic that you will present to the group during brainstorming.
 - ❑ Give yourself a time limit.
 - ❑ Choose the participants from five to twelve.
 - ❑ Plan how you will record the results of brainstorming session.
 - ❑ Describe what you will do with the data.
 - ❑ Go through all the ideas and make sure that the meaning of idea is clear.
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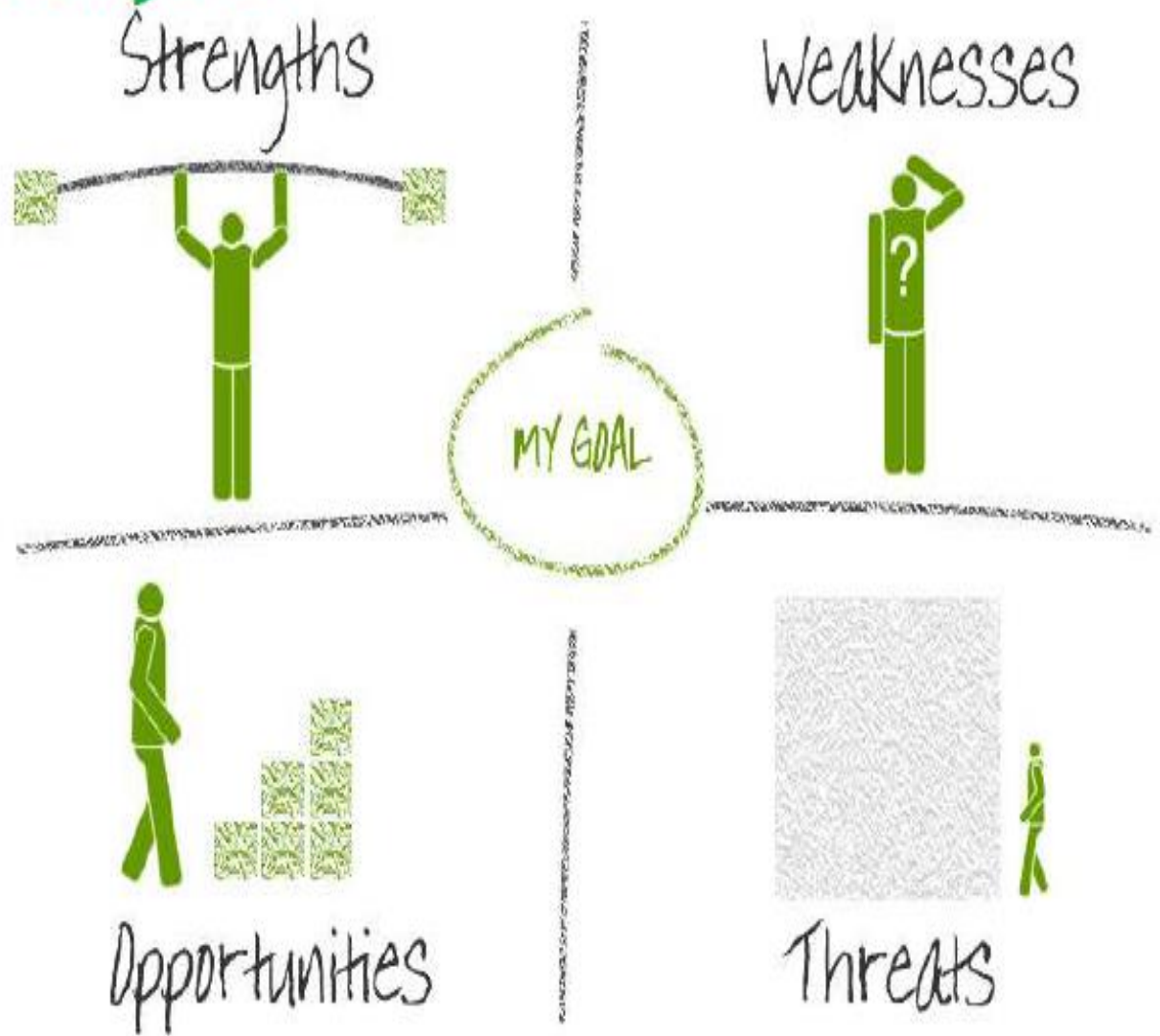
Record the IDEAS



Clarifying the IDEAS



S.W.O.T Analysis





Ideas alone do not make
a brainstorming successful.

You must **leave with a plan**;
appropriate team members
need to leave with an
assignment or call to
action.

ADVANTAGES OF BRAINSTORMING

- ❑ Many ideas can be generated in a short time.
 - ❑ Requires few material resources.
 - ❑ The results can be used immediately or for possible use in other projects.
 - ❑ Is a “*democratic*” way of generating ideas.
 - ❑ The concept of brainstorming is easy to understand.
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DISADVANTAGES OF BRAINSTORMING

- ❑ Requires an experienced and sensitive facilitator who understands the social psychology of small groups.
 - ❑ Requires a dedication to quantity rather than quality.
 - ❑ Shy people can have difficulties in participating.
 - ❑ May not be appropriate for some business or international cultures.
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Practice Time

