



# BRAINSTORMING

Brainstorming is an easy way to get ideas, and is great to use when a group is stuck for ideas. The aim is to collect as many ideas as you can about a topic.

**1**

Write the question up clearly and simply in front of the group.

**2**

Group members take turns saying ideas.

**3**

Every idea is written down with no further discussion.

**4**

Ideas are grouped together in terms of similarity.

**5**

The best idea is voted upon by the whole group.

## PROS

Can be done in both small and large groups

Lots of ideas can be generated

## CONS

People may be hesitant about having to bring up their idea in front of the group

Can get 'messy' and disorderly as people want their ideas to be heard.

Hard to get clarification