

BRAiNSTORMiNG

for BRIGHT IDEAS

BRAINSTORMING RULES

WHEN WE'RE BRAINSTORMING

NO JUDGING
NO EVALUATING
NO CRITICIZING

BE FREE
BE WACKY
BE WILD

QUANTITY
QUANTITY
QUANTITY

COMBINE IDEAS
PIGGYBACK IDEAS
IMPROVE IDEAS

WRITE
EVERYTHING
DOWN

NO RANK
NO HIERARCHY
NO BOSSES

WHEN WE'RE DECIDING

JUDGE
EVALUATE
CRITIQUE

BE SANE
BE SENSIBLE
BE SMART

QUALITY
QUALITY
QUALITY

COMBINE IDEAS
PIGGYBACK IDEAS
IMPROVE IDEAS

WRITE
WHAT'S
BEST

DEFER
TO THE
PROBLEM OWNER



1
2
3
4
5
6