

Smart Brainstorming

Brainstorming is a good way for two or more individuals to generate ideas and thoughts quickly. When two or more gather, there will always be more ideas and the process can be quite fun. Below are some smart tips to make sure you get the most out of your smart brainstorming:

There Are No Bad Ideas

During a brainstorm session, no ideas are bad. The purpose of a brainstorm session is to gather as many ideas and thoughts as possible. After the brainstorm session is over, you can then evaluate and talk through the ideas that were generated during the brainstorm session.

Record Everything

Write everything down on a large piece of paper or board that everyone can see. It is a good idea to have ideas and thoughts that were generated during the brainstorm session visible to everyone.

Quantity vs. Quality

The amount of ideas and thoughts is more important than the quality of ideas and thoughts.

Build on Ideas

Encourage participants to build on each other's ideas and thoughts. One thought from someone can sometimes spark an idea in others.

Set a Time Limit

A time limit enables the participants to have a focused and productive brainstorming session. Typically, after 45 minutes, thought processes slow down and it is time to wrap it up.

Next time you face a marketing challenge at your company, try brainstorming and see what it can do for you.