



# **BRAINSTORMING**

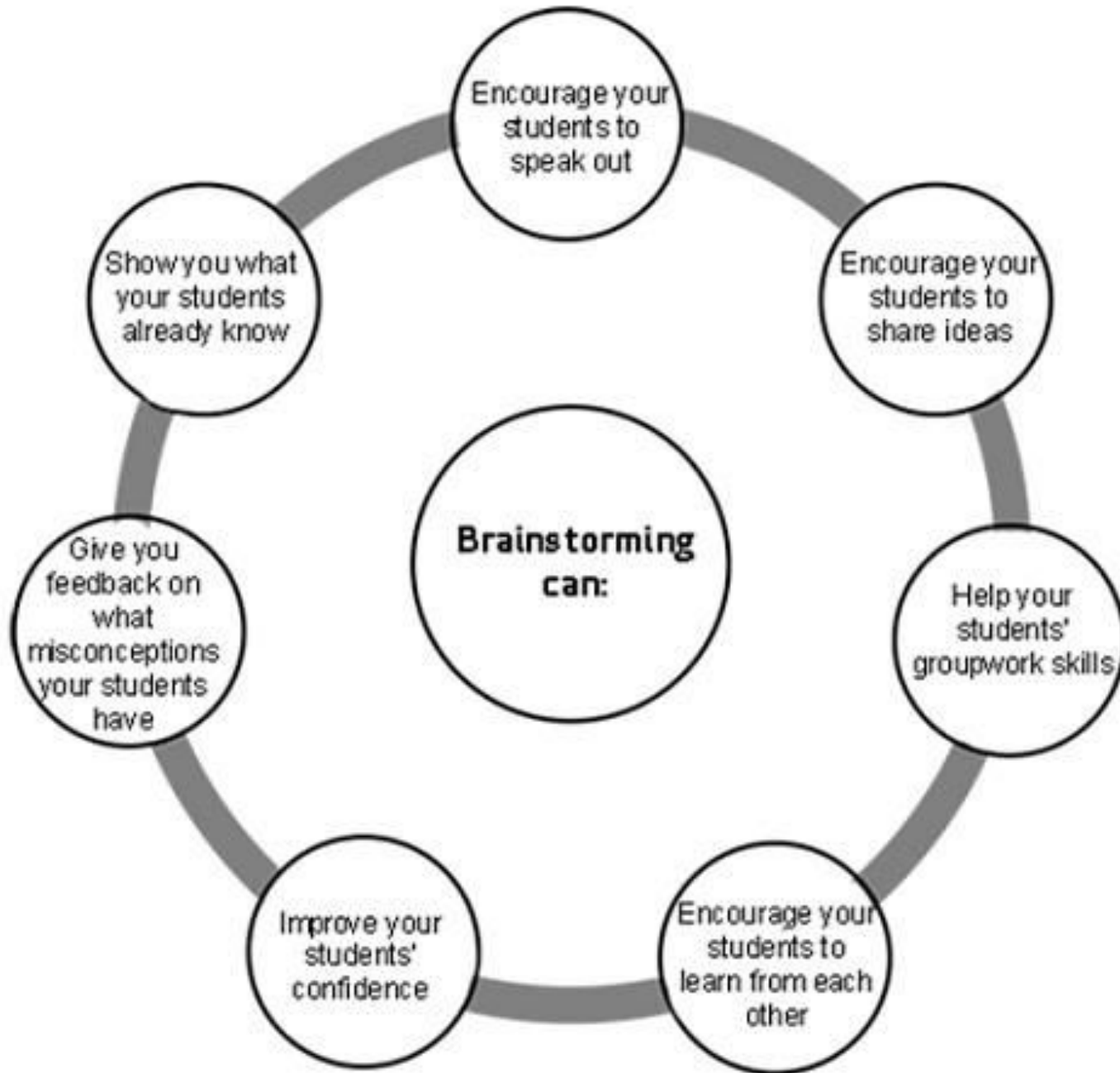
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# WHAT IS BRAINSTORMING

Brainstorming is a technique by which a group attempts to find a solution(s) to a specific problem by collecting ideas impulsively. It is a highly effective technique for maximising group creative potential, not only to generate ideas but also to determine which ideas are most likely to succeed in a specific area of interest.



# IMPORTANCE OF BRAINSTORMING



- The first is that brainstorming improves your critical thinking and problem-solving skills as an individual and a team.
- It also encourages collaboration on more than just major projects.
- Team members often feel more open to bouncing ideas off one another and seeking advice on individual projects.
- Additionally, creative brainstorming works to include different perspectives and improves the team's ability to think outside the box.

# THE FOUR RULES OF BRAINSTORMING

- **There are four basic rules in brainstorming :**
  - They are intended to reduce the social inhibitions that occur in groups and stimulate the generation of new ideas.
  - The expected result is a dynamic synergy that will dramatically increase the creativity of the group.
- **The four rules of brainstorming are :**
  - ❖ Focus on Quantity
  - ❖ NO Criticism
  - ❖ Encourage Wild Ideas
  - ❖ Combine and Improve Ideas



thank  
you