

## Brainstorming

**Definition/Purpose:** A process for generating a list of ideas about an issue in a short amount of time. Used in Define, Analyze, and Improve phases to generate ideas, encourage creativity, and involve everyone.

**Instructions:**

1. Review the topic
2. Start with silent think time – 1 to 2 minutes
3. Freewheel- don't hold back no matter how unreasonable the idea appears;
  - a. Think like a kid- imagine what a six-year old would do with your challenge
  - b. *Challenge the Rules:* Come up with a list of rules or corporate paradigms that suggest that your challenge "can't be solved." Break the rules.
1. No discussion
2. No criticism
3. Build upon ideas created by others
4. More ideas the better
5. Write *all* ideas down for all to see

**Methods:**

- Rounds - Go around the group in turn, one item per turn, until everyone is out of ideas
- Popcorn - Anyone calls out ideas, no order, until all ideas are out
- Brainstorming 6-5-3 – Team members brainstorm ideas on a written form.
  - Divide paper into 3 columns and as many rows as you have people on the team (i.e. 5 rows if there are 5 people on the team). Ensure rows have sufficient space to write.
  - § Take 5 minutes to write down 3 ideas on the form. The first member completes the first row of the form and passes it to the right for each member to add 3 new ideas to the next row. Ideas can be variations or enhancements of existing ideas.

1.		
2.		
3.		
4.		
5.		
6.		

Now that you have many notes about Cozmo's functions, take a moment to pick 5 ideas that you think make him special:

1.
2.
3.
4.
5.