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Entrepreneurship & Startup › Idea Generation & Validation › Ideation Techniques

Brainstorming

Unlock Creativity with Effective Brainstorming Techniques

DEFINITION

> Brainstorming is a group creativity technique aimed at generating a large number of ideas. It encourages free thinking and collaboration to solve problems or develop new concepts.

KEY CONCEPTS

Divergent Thinking

A process that encourages exploring many possible solutions rather than a single answer.

No Criticism Rule

Participants should avoid judging ideas during the brainstorming session to foster open communication.

Quantity Over Quality

Focus on generating as many ideas as possible, as this can lead to innovative solutions.

Mind Mapping

A visual tool that connects ideas around a central concept, helping to organize thoughts.

Round Robin

A structured brainstorming method where participants take turns sharing ideas in a set order.

EXAMPLES

→ Generating product ideas for a new app in a team meeting.

→ Creating marketing strategies for a startup during a workshop.

→ Developing solutions for a community issue in a brainstorming session.

MEMORY TIPS

★ Remember the acronym 'DINE': Divergent, Ideas, No Criticism, Everyone participates.

★ Visualize a 'brainstorm cloud' to recall the flow of ideas.

★ Think of 'idea waves' crashing onto the shore to symbolize idea generation.

COMMON MISTAKES

✗ Allowing criticism of ideas during the session.

✗ Focusing too much on refining a single idea instead of generating many.

✗ Not encouraging participation from all team members.

QUICK RECAP

Brainstorming is a collaborative technique for generating ideas without judgment. Focus on quantity, encourage participation, and use methods like mind mapping to enhance creativity.