

# Brainstorming

Master the essential concepts of Brainstorming.

## DEFINITION

Brainstorming is a key topic in Ideation Techniques. Understanding it will give you a solid foundation to tackle related problems and questions.

## KEY CONCEPTS

### Core Definition

Understand the fundamental meaning and use of Brainstorming.

### Key Rules

Apply the main rules or formulas that govern this topic.

### Problem Solving

Break problems into steps and follow a logical method.

### Real-World Use

Recognise how Brainstorming appears in practical day-to-day contexts.

## EXAMPLES

- Work through a simple numerical or written example to see the concept in action.
- Try applying the concept in a different context to test your understanding.

## MEMORY TIPS

- ★ Write a short summary in your own words — if you can explain it simply, you understand it.
- ★ Create a mind-map linking this topic to related ideas you already know.

## COMMON MISTAKES

- ✗ Skipping the definition and jumping straight to formulas without understanding the "why".
- ✗ Not checking answers against the original question requirements.

## QUICK RECAP

Brainstorming covers fundamental concepts you will apply throughout Ideation Techniques. Make sure you understand the core definition, can work through examples step-by-step, and review common pitfalls before assessments.