

W.O.W. FACTOR

Words of Wisdom for Wisconsin FPS Students & Coaches

BRAINSTORMING

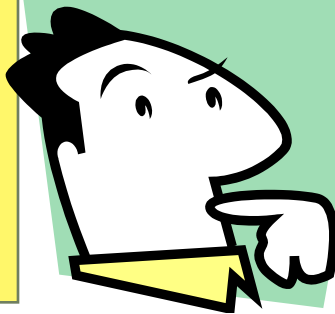


Why Brainstorm?

To generate as many different ideas as possible! Quantity breeds quality -- the more ideas you have, the greater the chance of finding useful ideas. This technique is at the foundation of creative problem solving – the generation of many ideas is incorporated in the six-step FPS process. There are many different ways to brainstorm, but the rules remain the same.

RULES OF BRAINSTORMING

- ❖ Anything goes!
- ❖ Stick to the topic
- ❖ Don't worry about repeats
- ❖ NO criticism
- ❖ NO evaluating/deciding
- ❖ NO discussion/comments



When students brainstorm, it is NOT a good idea to assign the role of group recorder to any one particular individual. Why? Because that person becomes so busy writing ideas, he/she doesn't have time to think of any. In each of the brainstorming strategies at the right, students write **ONLY** the ideas they personally think of. Students must **say each idea out loud**, so that piggybacking can occur -- one person's idea may remind a teammate of another interesting concept or a way to modify it into something different/better.

TRY THESE

Brainstorming Strategies



Round Robin

No writing is done -- this is just for practice in getting ideas out in the open. Students take turns stating an idea. Those who can't think of one when their turn comes say, "Pass."

Jot Boards

Take one sheet of paper and place it in the middle of the table. As students brainstorm, they say each idea out loud, then jot it as a phrase on the paper any which way.

Individual Record

Each person has a sheet of paper and divides it into 8-12 sections. Students say their ideas out loud and write each in a separate section on their individual sheets. Students write down **ONLY** the ideas they personally say.

Small Squares

Students tear or cut a sheet of paper into 8 small squares. They say their ideas out loud and write each one on a separate square. When brainstorming is finished, they can categorize, eliminate duplicates, and look for patterns.

Remember . . .

Evaluation is a follow-up activity and should not occur during actual brainstorming. Have fun!