

7 STEPS TO A PERSONAL BRAINSTORMING SESSION

1

Pick a quiet place to work. Get away from everyone and turn off the TV, radio and cell phone.

2

Focus on quantity. Come up with as many ideas as possible.

3

Write it down. Don't omit any ideas. Write all your ideas down.

4

Don't be critical. Stop yourself from being critical of any of your ideas, just write them all down.

5

Accept every idea. No matter how strange an idea may sound, include all ideas.

6

Associate ideas. Once you've finished generating ideas, find ideas to combine.

7

Evaluate your ideas. After you exhaust your list, go back and weigh pros and cons. Find the solution with least disadvantages.

