# EFFECTIVE COMMUNITY BRAINSTORMING

*"The best way to get great ideas is to have lots of ideas"*

Brainstorming is useful for:

- Generating lots of ideas in a short period

- Encouraging lateral and creative thinking

- Expanding, 'piggy backing' or 'leapfrogging' on the ideas of others

- Helping participants to temporarily suspend judgement or criticism

- Helping shy individuals to participate more effectively.


Rules for Brainstorming:

- Old disputes, feuds and ideologies should be left at the door!

- The goal is quantity - as many ideas as possible.  List every idea anyone has

- Defer judgement - no criticism; no negativity; evaluation comes later

- Keep ideas short

- Anything goes - wild ideas are great

- Piggy backing on another's idea is allowed and encouraged

- Do not worry about spelling or repetition as ideas are recorded


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