



# BRAINSTORMING



## When to use it

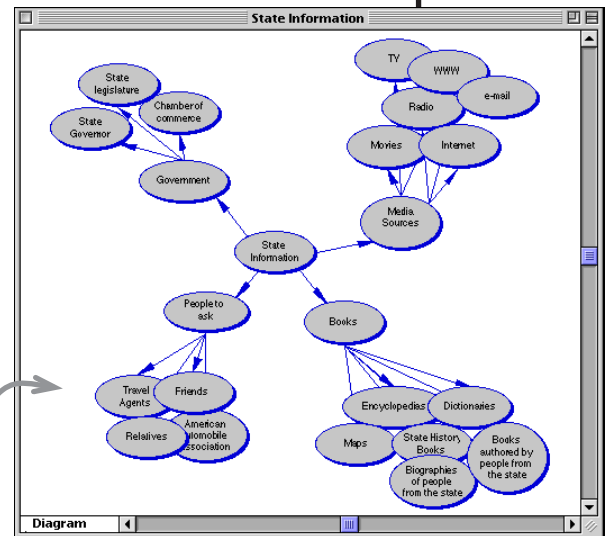
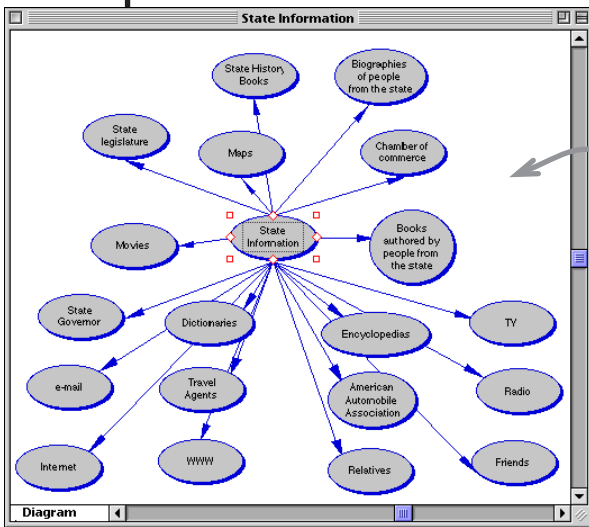
- You need to get ideas flowing.
- You need to make a plan.
- You feel “stuck.”



## How to do it

1. Generate: Write all ideas as fast as they come.

Don't stop to decide whether they are “good” ideas or not.



2. Orchestrate: Put the ideas in categories.

3. Elaborate in a way that gets the project moving, for example:

- Are any ideas missing?
- Should any ideas be cut?
- Can any ideas be expanded?

