

Brainstorming

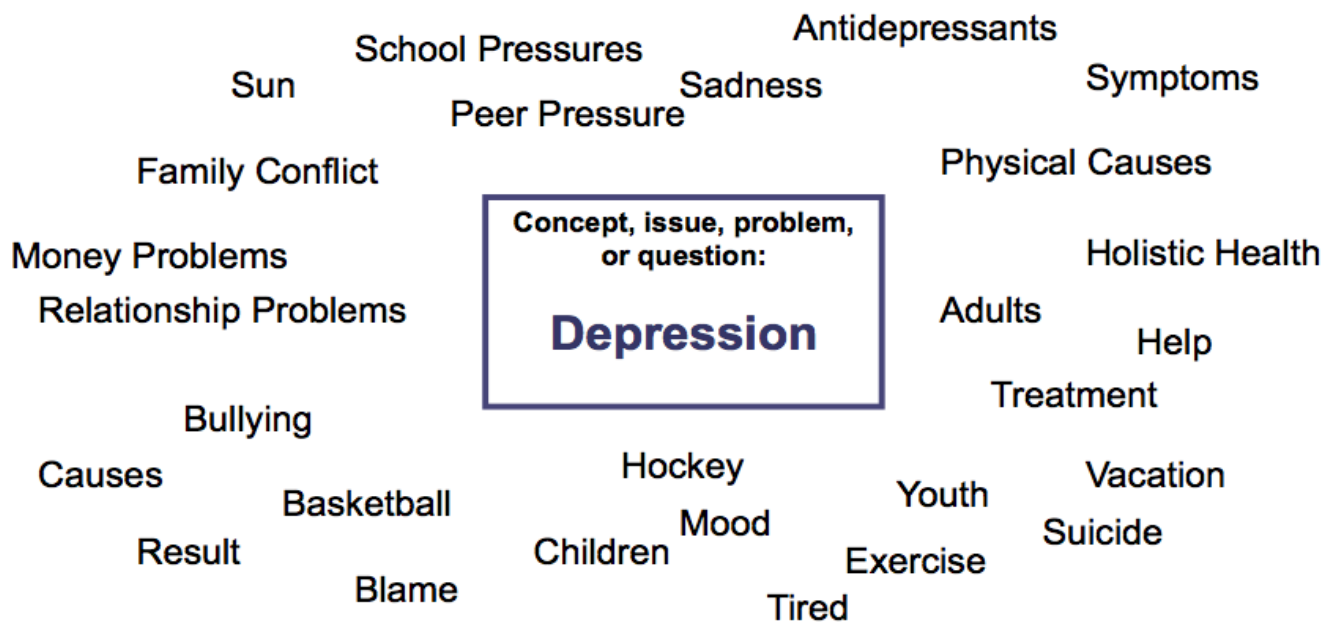
Brainstorming is an activity that can be done individually or in groups.

The purpose of brainstorming is to generate as many creative new ideas as possible about a particular concept, issue, problem or question. The goal is for ideas to flow freely. Quantity matters more than quality so quirky ideas are allowed and even encouraged.

There are some tactics to keep in mind while brainstorming:

1. Do not censor. No criticism, judgement or analysis of ideas should occur while brainstorming.
2. Quirky or off-the-wall ideas can be helpful. They may trigger other ideas that may end up being useful and more practical.
3. Do not concern yourself with organizing ideas. Focussing and organizing ideas will come later.
4. Give yourself time. Even if there is a lull or break in generating new ideas, give the process time. Sometimes the brain needs time to “percolate”.

An example of some ideas generated around the topic of depression:



Brainstorming Worksheet

Use this worksheet to list your ideas and spark an interesting topic. For group work, use a large sheet of paper or a whiteboard and have one person write down the words and ideas from all members of the group. Remember, all ideas are good ideas when brainstorming. Organize and make connections later (see concept and mind mapping in the Gathering & Noting Ideas module).

**Concept, issue, problem,
or question:**