

Ideate

6 GUIDELINES FOR EFFECTIVE IDEATION: BRAINSTORMING

1. **Defer judgement.** There are no bad ideas at this point.
2. **Encourage wild ideas.** Even if an idea doesn't seem realistic, it may spark a great idea for someone else
3. **Build on the ideas of others.** "and" instead of "but"
4. **One conversation at a time.** All ideas need to be heard, so that they may be built upon.
5. **Be visual.** Draw your ideas, as opposed to just writing them down. Stick figures and simple sketches can say more than many words
6. **Go for quantity.** Set an outrageous goal – then surpass it. The best way to find one good idea is to come up with lots of ideas.