

Rules for Brainstorming

1. Criticism is ruled out.

- Judgment of positive and negative ideas must be withheld.
- No one should criticize anyone else's ideas.

2. Freewheeling is welcome—the wilder, the better.

- It is easier to tame down than to think up ideas.
- Don't be afraid to say anything that comes into your mind; the farther out the idea, the better.
- This complete freedom stimulates more and better ideas.

3. Quantity is wanted.

- The greater the number of ideas, the more likelihood of winners.
- Come up with as many ideas as you can.

4. Try piggybacking ideas; suggest combinations and improvements.

- In addition to contributing ideas of your own, suggest how ideas of others can be turned into better ones, or how two ideas can be joined into still a better one.

[Adapted from Bouchard (1977).]