



Brainstorming Instructions

Brainstorming is a technique used to identify all ideas related to a specific problem area of focus. In brainstorming, there is no “bad” idea or “good” idea. It is often used with the dot voting technique in the early planning process of a performance improvement project in a group setting.

How to Brainstorm

1. Identify the topic of focus for the brainstorming exercise.
2. For a group brainstorming exercise, bring together individuals of different roles who affect and/or may be affected by the topic (i.e., stakeholders). Note that brainstorming can be done by an individual, but it is often used in a group setting.
3. Identify a note-taker and a facilitator. The note-taker is responsible for recording all ideas on a large piece of paper or bulletin board which everyone can see. The facilitator is responsible for encouraging the sharing of ideas without judgment.
4. Taking turns, each member of the group calls out their related idea to the topic of focus which the note-taker documents on the large piece of paper.
5. Once the ideas have been shared and documented, each person in the group then calls out suggested categories for sorting the ideas.