

Running a Brainstorming Session

1. Warm-up, to make the participants feel in a criticism-free environment.
2. Introduce the problem, including also further explanations of it.
3. Ask the members of the group for ideas.
4. Encourage the creativity, if necessary.
5. Let participants express their ideas and select someone to record them.
6. Let participants elaborate their ideas to make them clear.
7. Let participants organize and cluster ideas.
8. Let participants evaluate ideas in order to identify those worthy of action.
9. Thank the participants



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