



Brainstorming Exercise

Ready to brainstorm two-to-three activities to “pilot” in your YouthBuild program? Here are some tips for making your brainstorming session productive and fun!

Tips for Generating Ideas From Your Team

- ❖ Write down all ideas where staff can see them.
- ❖ Clarify any background information regarding ideas you want to elicit.
- ❖ Limit the size of the group to 6-12 people.
- ❖ Encourage quantity of ideas, not quality.
- ❖ Use one person to record ideas as they are given.
- ❖ List every idea on a flipchart. Seeing an idea may spark another one.
- ❖ Do not allow for criticism and evaluation. The basic principle of brainstorming is *“Ideas now; judgments later.”*
- ❖ Ask people to state only one idea at a time.
- ❖ Keep the pace of the exercise moving quickly. Don’t stop to comment on ideas.
- ❖ Set a time limit.

Exercise For How To Decide

- ❖ Number all the ideas the team has generated.
- ❖ Ask team members to look for any ideas that overlap and can be combined.
- ❖ Tell each person to vote for his or her top choices (place red dot next to listed choice on flipchart). Base the number of choices each person should vote for on the total number of items on the list. Allow each person to vote for a number equal to about one-third of the total items. For example, if you have 15 items, each person would get 5 votes.
- ❖ Tally the totals and eliminate those ideas with the fewest votes.
- ❖ Continue voting and eliminating until you select the best idea(s) or define the focus of the problem.