

## IV. Brainstorming

This is a compound word and you might be able to guess its meaning from the parts. It is, so to speak, bombarding the brain with images in order to come up with a new idea. Sometimes the words “brainstorm” and “idea” are synonyms.

a) Choose a partner for brainstorming. In the next three to five minutes discuss with your partner the problem given in the information.

b) Compare your definitions with those of the other groups.

We use the term **brainstorming** when we are trying to think of all possible words and expressions in order to develop vocabulary and language to discuss the topic.

Throughout the early stages of your project, your team will have to answer several “what”, “why” and “how” questions. One of the best ways to do this is to brainstorm.

### Example:

**The topic for the brainstorm is developing training course on automobiles. What should we focus on as the content?**

Everyone should think about the question silently for a few moments. Each person might want to jot his/her ideas on a sheet of paper.

**Example:** 1) Types of cars; 2) Parts of cars; 3) Car manufacturers; 4) How cars work; 5) Financial substantiation; 6) Location; 7) Advertisement; 8) Staff.

One team member writes down all ideas on the blackboard. Then sort out all the ideas in terms of importance until only a few ideas remain.

### Brainstorming Rules:

1. Collect as many ideas as possible from all participants with no criticism or judgments made while ideas are being generated.

2. All ideas are welcome no matter how silly or far out they seem. Be creative. The more ideas the better because at this point you don't know what might work.

3. Absolutely no discussion takes place during the brainstorming activity. Talking about the ideas will take place after brainstorming is complete.

4. Do not criticize or judge. Don't even groan, frown, or laugh. All ideas are equally valid at the point.

5. Build your consideration on other ideas.

6. Write all ideas on the board so the whole group can easily see them.