



BRAINSTORMING FOR RADICAL AND USEFUL IDEAS

If you have some work issues or projects that need an injection of creativity, get a few of the staff in the office together and brainstorm. They don't all have to be from the same department – in fact, the more diversity you have, the better.

Brainstorming can be implemented to develop highly creative solutions to a problem. It is particularly useful when you need to break out of stale, established patterns of thinking, so that you can develop new ways of looking at things.

Set up a brainstorming session when you need to develop new opportunities, where you want to improve the service that you offer, or when existing approaches just aren't giving you the results you want.

Brainstorming is particularly useful when used with your team: Here it helps you bring the experience of all team members into play during problem solving.

This kind of "group thinking" increases the richness of solutions explored (meaning that you can find better solutions to the problems you face, and make better decisions.) It can also help you get buy-in from team members for the solution chosen - after all, they have helped shape that solution.

Set up a think-tank once a month at your company – even if you get in a tray of sandwiches and do it at lunchtime. Let each participant raise an issue that they have been trying to solve, and put it on the table. Have someone write down all the ideas that come up.

A brainstorming session is not to be confused with an opportunity to have a good moan! It must be positive, vibrant – and provide some solutions to be worthwhile.