Structured Brainstorming for rapid and fluent Idea Generation

The key idea in Structured Brainstorming is to separate the generation of ideas (quantity) from the evaluation of ideas (quality). The process for Structured Brainstorming in a group setting is as follows:

1. Select one person in the group to act as the facilitator/ coordinator. The facilitator’s role is to encourage/maintain a rapid flow of ideas.
2. Select another person as the recorder of the ideas.
3. The facilitator makes a clear statement of the problem to be solved.
4. The group generates a rapid flow of ideas with the following guidelines (Osborne):
   a. No evaluation or criticism of any kind is permitted (“anything goes”)
   b. All participants are encouraged to think of the wildest ideas possible (Rationale: easier to tame down a wild idea than to “think up”)
   c. Quantity of ideas is essential
   d. Participants are encouraged to build upon or modify the ideas of others
5. After a sufficient number of ideas (20-50) are collected, stop and organize the ideas into groups:
   a. Ideas of immediate usefulness
   b. Ideas for further exploration
   c. Radically new approaches to the problem