

BRAINSTORMING

Purpose: Ensure analysis considers all relevant information and interpretations

Definition: Process of liberating ourselves from established line, avoiding linear thinking, and building confidence in the completeness of our analysis.

Basic Guidelines:

Have a neutral peer leader	Allow no judging
Stress quantity over quality	Allow no defending
Keep the ball moving	Keep a loose structure
Ensure everyone talks	Keep it light

Techniques and Tips

- Ask participants to write notes *before* talking starts – to avoid “anchoring bias.”
- Cast the question with a *different* actor – e.g., “What would X do?”
- Have participants write and talk quickly – without filtering.
- Stress that participants should not judge their own or others’ ideas – just keep moving.
- Ask them to consider something funny – e.g., substituting animals for people.
- Try “starbursting” – i.e., thinking of rapid-fire questions about the topic.