



Key Advice

Instructions for Facilitating a Brainstorming Session

Define the Objective

Clearly articulate the objective or problem statement the brainstorming session aims to address. Ensure that all participants have a shared understanding of the goal to focus their ideation efforts.

Set the Stage

Create a conducive environment for brainstorming. Choose a comfortable and well-lit space, provide materials such as whiteboards or flip charts, and ensure that participants feel encouraged to express their ideas freely, without judgment.

Explain the Rules

Explain the brainstorming rules by using the tool '[Brainstorming with Eureka](#)'.

Facilitate Idea Generation

Employ the selected brainstorming techniques.

Document Ideas

Record all ideas on a visible medium, such as post-its, a whiteboard or a flip-chart, for everyone to see. Ensure that each idea is captured accurately and legibly. This visual representation helps participants build upon existing ideas and triggers further ideation.

Manage Time

Allocate sufficient time for each stage of the brainstorming session, including idea generation, discussion and reflection. Maintain a balance between allowing ample time for idea exploration and ensuring the session progresses within the allocated timeframe.

Facilitate Closure

Wrap up the brainstorming session by summarising the ideas generated and emphasizing their value. Discuss potential next steps for further development or evaluation of the ideas. Express gratitude for participants' contributions and encourage them to continue exploring new solutions.

Remember, as the facilitator, your role is to create an inclusive and supportive environment, encourage active participation and guide the process to achieve the desired outcomes. Adapt the instructions and techniques based on the specific objectives, participants and context of the brainstorming session.