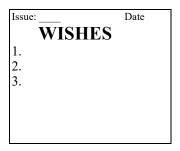# BRAINSTORMING AND PRIORITIZING PROCESS

This is a process for generating ideas about a topic or issue and selecting the ideas that the team believes has the most to offer in the situation.

1. Remind the team of the norms for brainstorming:

+ Offer whatever idea comes to mind. We want as many ideas as possible. We want ideas that seem obvious and we want ideas that may seem "far out".
+ No discussion or evaluation of anyone's ideas as we are gathering them. Keep the ideas coming in a stream. We want to keep the team's energy up and focused on producing as many ideas as possible.

2. On newsprint, identify the issue to work with and proceed to gather ideas

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Issue: ____              Date
        WISHES
1.
2.
3.
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It may help to invite people to "wish" in relationship to the issue.

Use as many sheets of newsprint as needed. It will help the flow if several sheets are hung across the wall at the beginning. That will avoid an interruption because of the need to hang more newsprint. It may be useful to set a time limit for how long you will brainstorm.

If the group is larger than ten, try using two people at the newsprint, the lead facilitator and a supporting recorder. The two facilitators take turns receiving ideas and writing them on newsprint. This tends to help pick up the pace.

3. Prioritize

When the group has gotten out all its ideas on the issue its time to prioritize. The team is trying to decide which of the ideas offers the most possibility of success in addressing the issue.

Give each team member one vote for every three or four ideas on the newsprint. Everyone comes up to the newsprint to indicate their vote by placing a check mark near the number assigned to the idea. Do not try to "group" or narrow down the list prior to the voting process

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