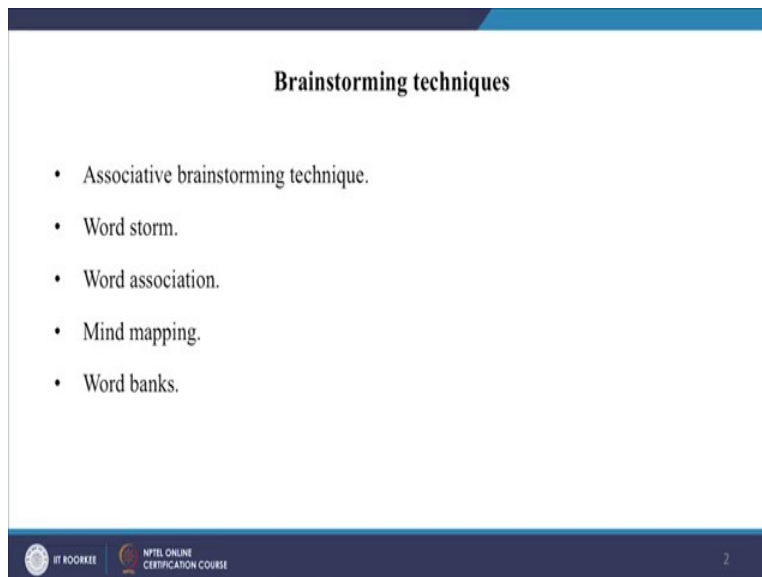


Interpersonal Skills
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Lecture-34
Brainstorming Techniques - II

Hi friends, let us discuss something more about brainstorming because in the previous session we were discussing the brainstorming. So, let us discuss some more aspects or more dimensions about brainstorming to become a competent participant whenever we take part in a brainstorming session as we know that it is a very important part of today's activity that is interpersonal skills very important for any organization.

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So, let us discuss something more use of associative brainstorming technique to get unstuck association is a powerful way to get past typical thinking and to get out of a rut we generally come up with ideas that are obvious at first and associative brainstorming is a good way to artificially force yourself to past that point instead of hours of work. It is a kind of shortcut that taps into the subconscious.

The Association you already know but do not allow yourself to think associative brainstorming

works best for copywriters creativity exercises or when you are stuck in a creative project and do not know what content to create next. This can also be fun during your regular team-building exercises. You might start with a word or two based on your project that is the word is strong and begin writing down any word that comes to mind.

These words are then grouped according to how they are related to each other. You will quickly create words that are associated with or related according to categories. There is a word storm website also that may help you to get a started with this word storm technique. Word associations are the same as word storm except that you do not group according to how the words are related to each other.

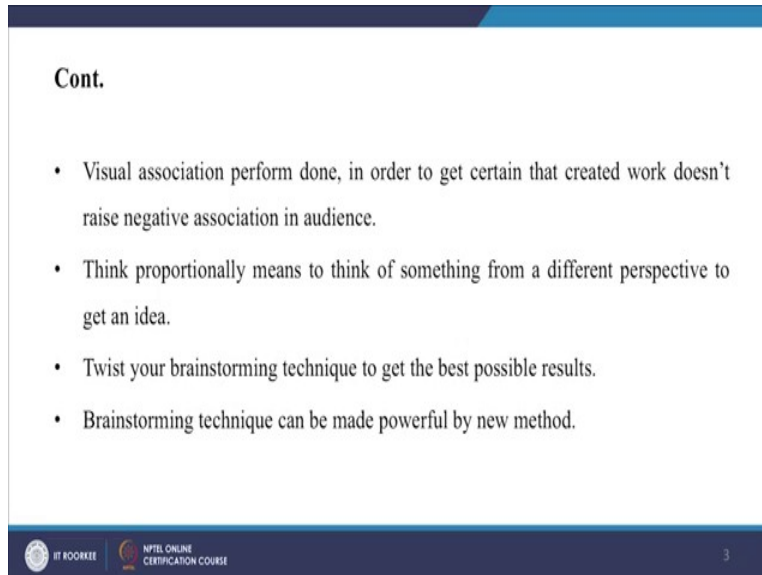
It works better as a technique to get creativity flowing when you do not want to bother with over thinking how words are related it starts with a word or two and write down the first word that comes to the mind do not over think the process you should be surprised at the words that pop into your head particularly as you get warmed up. The goal is to find those hidden words that people associate with a topic that you do not immediately think of.

Mind mapping using a mind map is a way to visually organize data and information that is also the part of digital humanities. Mind mapping has proven popular, particularly if you are better able to understand data visually instead of as lists or outline, organized around it critical around a central idea, a mind map works like the branch of a tree. Ideas and then serve ideas that are associated with the main idea branch off from the central idea.

Word banks our collection of words based on the kind of word one needs to be based on a specific topic or theme. This kind of brainstorming technique works well for copywriters who want to find a variety of words that suit a specific project without repeating themselves. You can also use it to build a bank of words to keep on hand when writing your headlines. Using a word storm might be one way to start a collection of words for your word bank though the two

techniques are the same word storming and the word banking.

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Cont.

- Visual association perform done, in order to get certain that created work doesn't raise negative association in audience.
- Think proportionally means to think of something from a different perspective to get an idea.
- Twist your brainstorming technique to get the best possible results.
- Brainstorming technique can be made powerful by new method.

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Visual Association, while visual Association is not a typical tool for content marketers, they can be useful both in planning as well as after visual content have been created. Using visual Association after the project is completed would make sure that what you have created does not raise negative association in your audience people best do it. Who were not on the team so that their associations are honest and not tainted by being too familiar with the project?

Visual Association is much like word association use miserable brainstorming to choose the best solution in some situations you need to make decisions that are based on more than random Association. This is where problem-solving brainstorming steps in when you need something concrete. Take a new view to gain an entirely new perspective. While associative brainstorming helps you to find entirely new paths and miserable brainstorming gives you the confidence to make decisions finding a new view works when you are on the right track but just not able to nail it down.

It is that feeling of being so close but not quite there, ask what if by simply asking what if you

can turn everything on its head. Many fiction writers advocate asking yourself what if not only when you are stuck but even when the writing is going well wondering what might happen. If something changed and using your brainstorming prowess to run with, it is a good way to get a different view on the project or problem.

Think propositionally well I remember that my 7th grade English teacher did me a great service when she helped us to understand prepositional phrases by visualizing a box. Well, I am showing you the figure the prepositional box ages generally tell where something was, and so she said that any time you saw a phrase in a sentence that could be used in relation to a box you probably were dealing with a prepositional phrase.

For example, there are instances like in the box, under the box, over the box, beside the box, and so on. When it comes to brainstorming, it is not about writing prepositional phrases, but it is about imagining the problem or project you are working on to be like that box. What if you took a swing at it from the other side from under it from ahead of it? Now you start challenging yourself to think of something from a different perspective from a different time past or present and all sorts of directions.

Ask questions oddly most of us particularly when working in teams have the answer we are looking for or close to it, we feel stuck though because we are not able to shift through all the questions and the rest of the creative noise and pare down to that answer we wanted. By whittling away at what you know and removing the extraneous from the table, you can push aside the curtain and finally see the answer; this is where the question comes into play.

Write down the questions you have about the project and the problem then for each of these questions is start listing the answer quickly. As you begin to answer the initial questions, other questions will come to mind that is associated with the answer you are jotting down. Write down these sub-questions and do the same procedures tweak your brainstorming techniques to get the

best possible result. The last brainstorming technique has a bit of a twist; it is all about the different ways you can use a brainstorming technique to enhance what they do.

Each of the previous three brainstorming techniques can be made even more powerful by using a combination or integrating a few other methods to up the ante. Power combinations look for combinations of techniques that work well together or that your team seems to excel at for example may be doing word association first and then morphing into word bank exercises is the best way to find words that work. Perhaps your designer finds great success in starting with visual Association and then using a mind map to organize those associations.

Find combinations that get the job done ideas switch, the idea which can be used with just with any brainstorming technique in a team setting, it to start the brainstorming but set a time limit. When the time is up, you have your team member exchange what they were working on with another member and continue brainstorming. Each team member builds on what the other had started this a good way to kick the rust out of each team members creativity and force them to rethink the approach they have been working on.

It is a kind of shortcut in that you might eventually end up there as a team but forcing them to deal with the ideas of someone else and built on them will get you some interesting results much quicker. Force limitations with the idea that necessity is the mother of invention forced limitations narrow the field of resources options time or outcomes and force the team to work with less. Often having too many options is paralyzing and a forced limitation sparks creativity.

You have probably used many of these methods already in your life, but if you want to become a better writer and speaker or a principal investigator regular brainstorming will help you to make your work more meaningfully. Well, brainstorming no doubt gives you a new idea, so keep on doing that even in isolation also in your mind helps you work through problems. Improving your creative thinking helps your teamwork better together.

By giving such kind of brainstorming technique as a try, one can see the difference they will provide next time during the session of brainstorming. Brainstorming is a way to generate ideas within a group setting; it is usually used in the beginning stages of a project where the possibilities for the project are not clearly understood or defined. It provides a quick means for tapping the creativity of a limited number of people for a large number of ideas.



The brainstorming environment fosters an uninhibited non-judgmental explosion of ideas, concepts, policies, decision, and strategies. In brainstorming, all contributions are valid, and the key to a successful session is to share as many ideas as possible without evaluating them. A brainstorming session can be unstructured; that is there may not be a moderator or facilitator. Most sessions, however, are facilitated is structured discussions with guidelines to help the process move along a smooth and allow a variety of perspectives and ideas to surface.

How to run an effective brainstorming session? It is a tried-and-true approach to generating useful new ideas most of the time, but many factors get in the way of a successful brainstorming session.

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Some facts may hinder the successful brainstorming session

- Lack of focus.
- Lack of organization.
- Collecting the wrong people and participants.
- Too much criticism too soon.

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Lack of focus what exactly is the purpose of this session lack of organization where are we headed and why collecting the wrong people who are either too high to low or only peripherally involved. Participants who feel disempowered or too empowered too much criticism too soon brainstorming is intended to encourage out-of-the-box thinking. Failing to prepare participants for what is being asked of them, people may arrive unprepared.

Poor facilitation: facilitation is an art and sometimes requires a professional getting off-topic it is easy to get bogged down in issues surrounding the topic; failing to follow up may be your session produce great ideas that were never explored. However, to plan a successful brainstorming session with an optimal outcome, it is important to look ahead to choose the right people to participate and facilitate and know what you want your outcome to be.

Before scheduling your brainstorm session, be sure you want to brainstorm. Brainstorming can be a great way to help your team to feel engaged in the process. When you invite brainstorming, you are letting people know you are open to their ideas but before you jump in be sure brainstorming is appropriate at this point in the project are you truly open to new ideas or trying to get buy-in for a fake accomplice

If you have all the project details in hand brainstorming can be counterproductive, that is because it sets up an unrealistic expectation that employees will have a say in the project's direction. Remember you need goals both for the station itself and for follow up. Everything you do before during and after your brainstorming session should refer back to your goals after all if you do not know what your brain is storming then why you bother have clarity on the input you are wanting.

Be sure you know what kind of brainstorming input you are aiming for and what the interpersonal dynamics are likely to be when you know that you can select the best brainstorming method for your particular need. For example, if you are planning to include your entire team manager implementer and support staff, you might choose to use a brain writing approach. This method allows individuals to write down their thoughts rather than speak aloud.

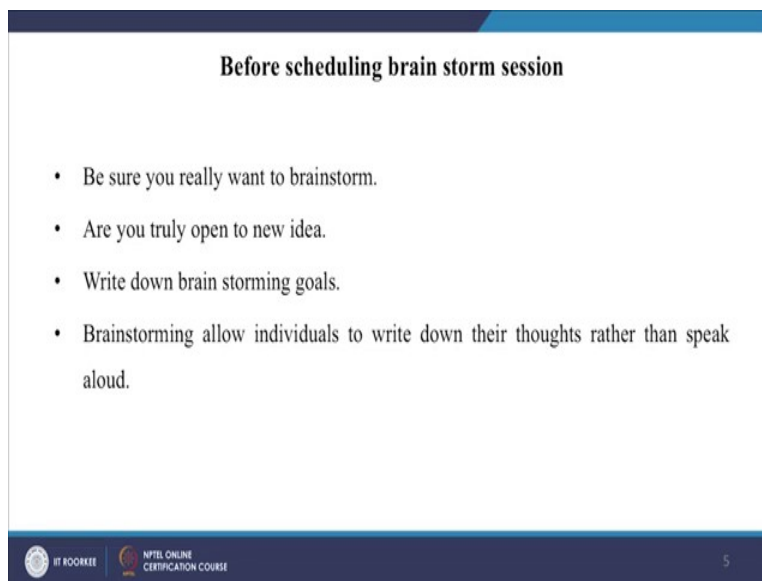
In some cases, this can reduce tension and lower the concern about being seen as foolish in front of peers or manager. In why they appropriate participants based on your understanding of the goals purpose process, make up a list of invitees. Do your best to be sure that the lists include individuals who are directly involved with managing and implementing the project you have in your mind. Choose a venue that fits your group best venue is also very important that is environment ambiance.

Based on all you have done so far select a venue that will be comfortable and inspirational but not so comfortable or inspirational that participants fall asleep to take care of this start checking their email or go off on tangents. In other words, a comfortable meeting room is a great choice, but too much terrific scenery can be a distraction coffee and snacks are great, but a buffet can lead to chatting plate refilling and other activities that distract from the process.

Work with an experienced facilitator select a facilitator with real, meaningful brainstorming experience and training. Give that person all the information he/she needs to manage the group

and lead the process toward the goals and plans you have in mind. If you plan to facilitate learn all you can about the process so that you can encourage creativity for a positive, useful brainstorming session. How to run your brainstorming session right so before you start brainstorming give your group the information they need to be successful. Some of that information relates to the brainstorming process and some to personal comfort.

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Before scheduling brain storm session

- Be sure you really want to brainstorm.
- Are you truly open to new idea.
- Write down brain storming goals.
- Brainstorming allow individuals to write down their thoughts rather than speak aloud.

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Be sure to cover these bases set the scene by presenting your goals describing the brainstorming process and expectations for activities following the meeting and clearly outlining the schedule by which they will be achieved. Share critical information that your team will need the location of bathroom plans for food break anticipated completion time assumption regarding use of cell phone availability of coffee etc. if you fail to provide this information; there is a good chance your participants will spend much of their time trying to get the answer from one another.

Tell participants literally where to sit bear in mind that it is often a good idea to split up social or workgroups both to increase creativity and also to reduce the sizing in the corner. Introduce the facilitator and describe his/her role if that person is you explain your role make it clear that the facilitator's word is law if he/she says times up then the time is up. Write a post and answer

questions about rules and procedures; this may include a reputation of the hall your critique rule.

Limits on speaking time, limits on critical comment, procedures for asking for the floor etc tell people whether you intend to ask each person to speak or whether you are open to raised hands nominate a timekeeper or put clock front and centre nominate a note-taker and provide him or her with whiteboard flip chart or other tools needed. Move your session forward with now with the scene set goals and ground rules; it is time to begin and action 1 start with an icebreaker.

In brainstorming, everyone is the equal ice-breaking session is a good way to establish this idea by playing games in which everyone has an equal role; it is also a great way to start creative juices flowing. Icebreakers can include games such as if you could choose a superpower which would it be and why or what animals best represents you and why the key to success with such icebreaker is to include everyone no one gets to pass because they think the idea is silly.

In brainstorming, everyone is equal action to limber upstart the brainstorming process with a low-risk project related question that allows everyone to toss in an idea without serious concern about looking silly. Be sure everyone speaks up at least once, for example, ask if you could ask a Jenni to solve our problem or complete our project etc then what would you ask the Jenni to do you may discover that people have very different ideas about what to wish for and it is those different ideas you are searching for through the brainstorming process.

Action 3 that are getting started to allow the facilitator to take over completely be sure the facilitator remembers to reiterate that all ideas are good ideas rule and encourage everyone to speak following the rules and schedule you have set up. Action 4, record everything, also, to take notes do record the session using either eg, or audio or video. Troubleshoot brainstorming problems as you get into the brainstorming process you may run into one or more common challenges.

Problem 1 drying up or brain becoming repetitive at some point your group will have a hard time coming up with additional ideas some time that is because they have rarely expressed all their thoughts often though they may need a coffee break or a little time to think if a break does not result in additional creativity trying going back to a few of the ideas that have already been expressed. Does anyone have an idea that relates or builds on one of these? Problem 2 not enough or too much creativity too little creative thinking or too much of the chart imagination can be problematic to effective brainstorming.

While it is great to think creativity creatively ridiculous suggestions intended to get a laugh, can with the martini instead of our client steer things off-topic by the same token extremely conservative ideas can stifle creative thinking. Use your facilitation skills to steer people back on course maybe the martinis are not an option but should we be thinking about reaching out to a completely different group of clients.

Boredom is also one of the problems, so even you have to take care of creating a timeline with clear objectives. Well you now know how to brainstorm and run a group session brainstorm is not difficult, but it does require some solid skills as well as flexibility and openness to new and potentially risky ideas. Thank you very much, and I am sure that you will get success with the help of brainstorming and you would be a good organizer a good manager following all these points I have mentioned just now have a good day thank you bye-bye see you next time.