



## **More Ideas Than You! - Brainstorming Instructions**

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According to Alex Osborn, who created and promoted brainstorming, there are four rules every group should follow:

1. ***Criticism of ideas is not allowed.*** Separating idea generation from idea evaluation is more likely to lead to a greater number of high-quality solutions
2. ***Freewheeling is encouraged.*** Suggest any idea that comes to mind. Most people worry that they have to suggest only logical, practical ideas. On the contrary, some of the best ideas often begin as initially wild and far-out concepts. Even if they cannot be developed into something more workable, their uniqueness often will trigger more unique ideas.
3. ***Quantity is wanted.*** The more ideas generated, the greater the odds that at least one will be a winner.
4. ***Combinations and improvements are sought.*** Initial ideas often can be improved by building on them. That is, as group members listen to one another's ideas, they often think of ways to make them more workable or even come up with totally new ideas.

Reference: Osborn, A. *Applied Imagination* (3<sup>rd</sup>. ed.). New York: Scribners (1993).



## **More Ideas Than You! – Brainwriting Instructions**

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1. You will be given a stack of index cards.
2. There is to be no talking during this activity.
3. Write one idea on each card and pass it to the person on your right.
4. When you receive a card, read it and do one of three things:
  - ✦ Use the idea on the card to think of a new idea and write it on a *new* card. Pass *both* cards to the person on your right.
  - ✦ Modify the idea on the card, write your modification on a *new* card and pass *both* cards to the person on your right.
  - ✦ If you cannot think of any new ideas or modifications, simply pass the card to the person on your right.
5. Repeat step 4 until time is called. Try to keep yourself from critically judging any of the ideas.

Resource: Geschka, H., Schaude, G.R., & Schliksupp, H. *Modern Techniques for Solving Problems*. “Chemical Engineering”, pp.91-97.





## **Out of the Box**

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- 1. Extreme Badminton Tournament at Freeman Athletic Center.**
- 2. Milli Vanilli Concert at Eclectic**
- 3. Sword Swallowing Contest**
- 4. All Night Cartoon Marathon**
- 5. Hollywood Squares w/ Wesleyan Faculty and Staff**
- 6. Hot Air Balloon Rides from Andrus Field**
- 7. Animal Fashion Show**
- 8. Human Chess Tournament**
- 9. Outerwear Party**
- 10. Dance Marathon**

