

Improvement Brainstorming Guidelines

The purpose of brainstorming is to produce as many good ideas or strategies as possible in a fast-paced, positive setting. It is often the first step in a focused, productive improvement meeting.

1. The purpose or desired result of the team meeting is clearly stated—preferably in writing.
2. A recorder writes down each idea on a flip chart, chalkboard or whiteboard. If using a flipchart, post (rather than flip back) each page as it is completed.
3. Each person in the group, **in consecutive order**, has the opportunity to contribute **one** idea or strategy.
4. Each team member has the option to say “pass” when it is their turn to contribute.
5. Each person’s remarks should be made as clearly and succinctly as possible—in 20 seconds or less.
6. There should be no criticism or discussion of ideas or strategies.
7. The recorder can seek clarification to ensure accurate recording of each idea or strategy.
8. *Expect to “piggyback” or build on each other’s ideas:* some of the best strategies are generated in this way.