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Massachusetts Institute of Technology

Department of Mechanical Engineering

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Brainstorming

Lecture 3

What Is It?

- A structured approach to generate new ideas
 - Use collective brain power
 - Generate, not analyze

Best Practices

- Generate as many ideas as possible
- Encourage freewheeling thoughts
- Do not allow criticism
- Allow equal opportunity to participate
- Record all ideas
- Let the ideas incubate

How to Brainstorm?

The facilitator describes the topic to the group toward generating ideas that are specific and focused, not broad and general.

- Spontaneous
- Round-Robin
- Written

Affinity Diagrams

A tool used to group/organize information based on key relationships