BETTER BRAINSTORMING



Introduction:

Brainstorming is a creative and interesting technique to use ideas that people instantly make them in minds, either on their own or in a group. Ideas that do not seem very practical and logical may have a new attitude and view to solve issues and problems. It is an efficient way to hold a counseling meeting, which is very widespread around the world, to think about and try to come up with ideas or solutions to solve a problem. If you and your coworkers sit around and try to find new ideas for an ad campaign, this is an **example** of brainstorming.

Brainstorming has been introduced by Alex Osborn in 1930. His goal was to use the potential of a variety of ideas introduced by different people. He believed that quantity causes quality. That means as the number of offers increase, the probability of reaching a solution increases too. In this way, people explain freely their opinion to create a new and creative method in this space. He believed that in the first encounter with an idea, we should think about improving it instead of criticizing it and move the evaluation to the end of the session or procrastinate the judgment.

He explained that people need to have the courage to represent their opinion to have a more efficient meeting. You can focus on quantity and welcome all ideas so that people can express their ideas in peace and without any worries.

In conclusion, we could reach the best ideas by improving and combining them with other comments.



It is better the meetings run by a manager. A person who has already informed people about the problems and have necessitated the coordination. The manager should be able to persuade the members of the meeting to express their opinions with courage and respect. Besides, it must be shown that members' abilities and values are respected. They can expand their knowledge with the help of other members. People express their ideas and if they do not have an idea, they leave it to the next person. It is better to select someone to write the comments (key points) so that ideas keep on a regular basis.

With this method, several recommendations can be received in a short period and using group creativities accelerate the process of improving the situation and solving the problem.

At the same time, it is important to provide a situation in which the members can talk and give their opinions freely, and everything should be under control and do not let people lead the meeting in the direction they want.

The concept of brainstorming has changed from its beginning until now. At first, people were allowed to talk about everything and they were completely free to express their opinions. However, over time people are encouraged to think creatively and use creative thoughts to show their points of view. The creative expression of ideas became more prominent. They can ask people to represent their opinions in the form of expressing a key point in writing (brain writing). The advantage of this is to give the ability to review more suggestions.

The general story of brainstorming is that everyone looks at the issue according to their points of view and covers part of the problem. The manager should be able to reach a comprehensive understanding of the main issue.

