

WORKSHEET 4

BRAINSTORM - BRAINSTORMING TECHNIQUE

The development of creativity does not have to be difficult and unpleasant.

This problem solving method is quite well known, but it can also be used as a creative exercise. It can be done both in a group and alone.

The technique is based on four steps:

Stage I - defining the problem we want to solve,

Stage II - collecting and saving all possible solutions, even the most absurd ones,

Stage III - analysis and selection; rejection of the worst ideas and narrowing the group to a few most relevant solutions,

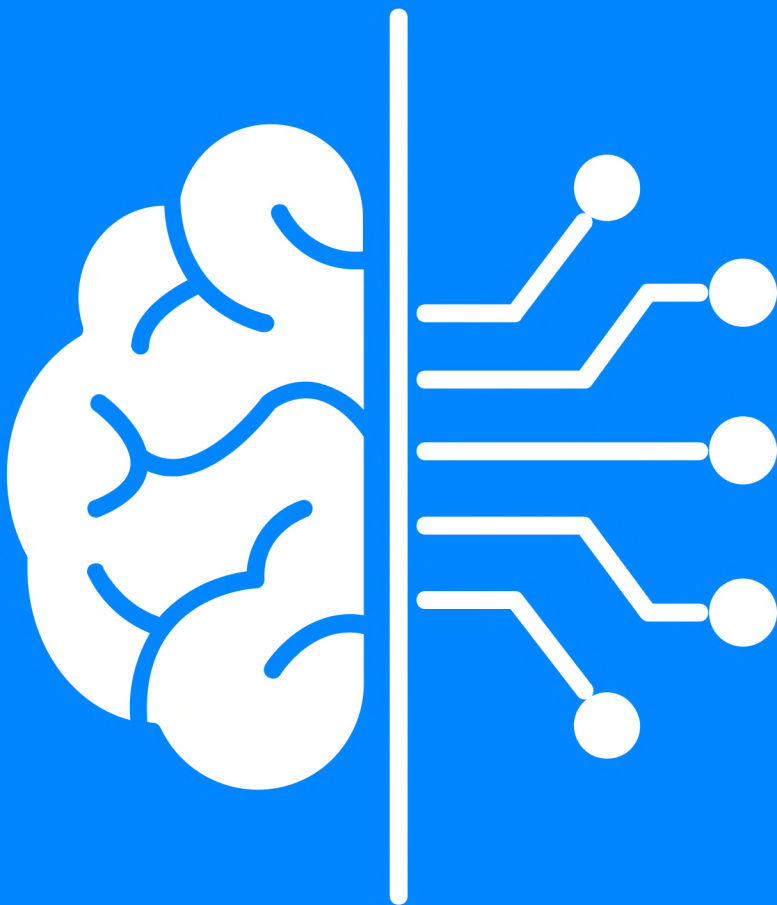
Stage IV - selection of one solution and its application to the problem.



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