Brainstorming


Brief Description

Brainstorming is a method that allows people in a group to shoot out lots of ideas related to a topic. It's called brainstorming because the brains of the participants are supposed to be in a storm of ideas. No barriers: sometimes the weirdest ideas can lead the discussion to something very constructive.

History

(if applicable)

When to use

Brainstorming is used when you want lots of people to share their ideas with you on a particular topic or question. This would be to help you define an idea, an approach, a strategy. Because brainstorming can be very inclusive, it is useful when you need to harness the energy and "brain power" of a group of people that you foresee working together on an issue.

How to use

The facilitator asks the question and participants shout out their ideas (although this can be messy) or write down their ideas to share them later. Use of cards to write down individual ideas can be useful. Importantly, you would let the discussion take and follow its own course, without directing it.

Tips and Lessons Learnt

(add yours)
Examples & Stories

(add your story)

Who can tell me more?

@ CGIAR

  • (add your name)

@ FAO

  • Nadejda Loumbeva (nadejda.loumbeva (at) fao.org)
  • Sophie Treinen, FAO (sophie.treinen[at]fao.org)

Related Methods / Tools / Practices

  • Peer-assist.
  • Chat or talk shows.

Resources

(add your resources)
(URLs, photos, podcasts)

Tags

innovation, knowledge_creation, collaboration, strategic_planning, plan

Photo or image credits

If you included any photos or images, please put the source or photo credit here