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**Brainstorming for Enhanced Results**

**By Virginia Reeves**

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This powerful technique for problem-solving and idea generation puts you in touch with imaginative capabilities by tapping into ideas that might be buried or just waiting on the edge to be released.

The primary purposes of gathering to brainstorm are to take a flexible look at solving a problem, overcoming an obstacle, creating a plan for a new endeavor, and overall increasing the power of teamwork.

With greater openness – communication and cooperation among the participants tends to increase. More than one possibility, solution, or perspective is put forth which enhances the probability that a better end product or service will result.

Once people are encouraged to share ideas without fear or censure, judgment, or immediate evaluation – creative abilities flourish. The quality of ideas rises and one idea tends to trigger another. This is often referred to as synergy. It is also good to include people from several arenas to gain more variety.

Too often, in work and community organizations, the people who will be directly affected by a change are not asked to participate in the planning stages. This could lead to an end result that may not be as effective as it could have been – or worse – may be resented because it is impractical or because of it being viewed as a forced implementation. This certainly will not lead to a smooth transition or good morale.

Overcoming resistance to change is enhanced when more people have a stake in the planning and outcome. A stronger feeling of ownership

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emerges which leads to an easier and more successful implementation.

Communication skills are improved during brainstorming sessions as participants articulate their thoughts and feelings. Keeping track of this output is important. If ideas are not written down they are too easily forgotten. Seeing ideas together can lead people to see how two or more may work in conjunction with another. Many useful ideas are generated that may not be used for the current project but could prove useful for later consideration or with other endeavors.

Brainstorming is wide open to interpretation and experimentation – let your mind play with ideas rather than fighting them or applying too much

logic. Make replies to specific questions short – simply convey the main idea. After several rounds have taken place, group the ideas into categories and then start pursuing how they can best be used.

Sessions using these brainstorming practices can be looked at with a sense of pleasure and productivity if handled in the spirit of people at all levels working together. Generating additional thoughts gets the flow going towards the creation and implementation of whatever you are working on, dreaming of, or playing with.

Instead of making one line resolutions for the new year – try brainstorming for more options and possibilities to achieving that which you seek. May each year bring you even more success, fun, and synergistic projects and relationships.

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### **How To Use Brainstorming To Solve Your Money Problems**

**By Roy Primm**

Advertising executive Alex F. Osborne first coined the word brainstorming in the early 1940s. Since then literally millions of ideas, products and services have been created.

Every institution from Fortune 500 companies to Universities and Government agencies, have used the principle of brainstorming.

Fact: For every product in your home or office, chances are a person or group of people brainstormed

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about it.

They brainstormed on how best to create, market, sell, manufacture, advertise, or distribute it. This is how powerful brainstorming is.

One of the best things about brainstorming is that it can be used by anyone. You don't have to be a C.E.O or army general. You can gain from brainstorming if you're a housewife, janitor, student or unemployed.

Yes, you can use the principles of brainstorming for the largest project or the smallest project.

You can use it to plan a million-dollar ad campaign, or use it to plan what you'll have for dinner tonight.

Practice the following steps. You'll soon be amazed at the ideas and solutions your fabulous brain will give you.

### 7 Steps For Effective Brainstorming Sessions

1. The brainstorming session can be done with one person or one hundred people. The rules are the same. The only requirement is the participants should know about the problem, business, product or subject of the brainstorming session.
2. Don't use critical thinking. Critical or judgmental thinking slows down or kills the creative process at this stage. Because as hard as you may try, you can only think one thought at a time. When you're creating you can't judge and when you judge you can't create.
3. Keep the session light, loose and free spirited. Humor has been known to help oil the wheels of our creativity. A large portion of our creativity is released through our humor.
4. Make sure you have a pencil and paper to write down any and all ideas, or if you're in a group, designate someone to write down the ideas.
5. It's best to set a minimum length of time or amount of ideas you want to get out of each

brainstorming session. Setting a goal helps everyone to focus; it also helps everyone avoid wandering minds.

6. Write down the problem, the goal, or the subject at the top of a piece of paper. For example, Ways To Attract More Customers. Next number each idea you or the group comes up with. Write down every idea, the good, the bad, and even the ugly. Remember, the goal is to get as many ideas listed on paper as possible.

7. Next evaluate the most do-able ideas and take action.

That's the 7 tips for effective brainstorming sessions. Follow them and watch the ideas flow.

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Roy Primm (The Niche Man) has written hundreds of articles on the power of a small niche. Learn more of his niche creation secrets that build wealth. To read his free report go to

How To Use Brainstorming To Solve Your Money Problems

Using Brainstorming to Find Keywords

Awaken Your Inner Winner

Live Brainstorming Session

Naming Names... How to Name your Business, Product or Service

How to Gain and Retain More Customers

One Million a Year

14 Profitable eBooks

Faith

Use and Abuse of Steroids



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