

# 5 BRAINSTORMING TIPS

- ## 1 Focus on The Topics

Try to keep the discussion on the topic.
- ## 2 Invite Wild Ideas

Try to generate ideas as much as possible. All ideas are possible.
- ## 3 Defer Judgement

Do not criticize or analyze ideas during the brainstorming.
- ## 4 Build on The Ideas

Encourage the team to brainstorming. Note all the possible obstacles and arguments.
- ## 5 Brainstorm Solutions

Brainstorm ways to deal with the possible obstacles in the way of executing a strategic idea.