

Business week

[Business](#)



Companies Corral Staff for In-house Brainstorming Answer Non-programmed decision-making takes place at such sessions because employees' decisions are heavily based on creating or innovating something new, or working on an idea that is novel to everyone. The idea of sequestering workers and isolating them completely from the rest of the workers is wonderful, only because such an intuitive idea leads to a union of employees, breeding of new ideas, testing of intuition and judgment, and birth of an entirely new level of innovation in the world of electronics retailing. It enables employees to sit around, gather data, share their ideas, present their assumptions, incorporate their feelings and work out their plans.

Answer 2

These kinds of sessions are particularly important when a company is poised to seek an edge over its counterparts in a rather expanding business. Such sessions supplement the essential steps of decision making, particularly in gathering data and coming up with ideas that can possibly be implemented. Extreme brainstorming sessions entail nearly all the essential steps of decision-making, with particular influence on information gathering and analysis steps. In terms of electronic business, where prices keep plummeting down with unrelenting advancements in technology with each passing day, businesses can only tackle their rivals by fulfilling the needs of customers at lower prices. Business related to electronics is highly versatile, hence it requires creative ideas and in-depth understanding of customers to meet their needs and beat the competition. Best Buy has serious competitors like Newegg and Circuit City; and therefore, such sessions are highly critical to a company's decision making process if it is to mark its name against its competitors.

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Answer 3

Such sessions would give rise to further creative ideas coming up from employees because people belonging to the same sector and similar expertise would constantly turn up with diversified views of situations, hence these kinds of sessions involve enormous collaboration between employees of similar discipline. In addition to this, having a strong bond with people and sharing of ideas would culminate in supplementary creative thoughts springing up for the business. Irrefutably, businesses such as that of electronics are always at an imminent threat by the competitive world. A slight advancement would leave behind all the old technology; therefore, it requires an acute sense and better understanding of technological changes to survive in electronics retailing business. For this reason, sessions such as these would allow employees to spend more time together, throwing all their ideas at tables and winnowing the best ones out of them.

Answer 4

Best Buy has always encouraged its employees to come up with new ideas because of the fact that they have been pretty much successful in the past regarding their innovation plans through the implementation of those ideas, hence Best Buy welcomes any sort of ideas that could come from any of their employees. Apart from this, they also have a number of success stories to tell regarding their idea of allowing employees to innovate and develop something new. This not only offers an opportunity to employees to deliver their best endeavors at generating new concepts but also augments improved understanding of each other due to the diverse atmosphere.

Works Cited

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