Free essay about creative techniques

Technology, Development

DISCUSSION

Brainstorming is also otherwise known as the option generating technique through which problems can be resolved. I have had vast experience of implementing this technique when a change is required specially a big change which is influenced by the environment. Whenever one requires generating a broad range of options, brainstorming is the right technique to be employed. But it must be made sure that brainstorming is employed effectively to bring about the right results that are desired. This is basically an informal approach through which people come together to generate ideas through their imagination; these can be original and creative solutions (Wilson, 2013). Especially when a change is to implemented, involving all the stakeholders and asking them to brainstorm ideas could be really helpful. Being a part of the situation, there are high chances that some of the people could come up with innovative ways to implement the change with minimum adverse impacts. It also adds to the richness of ideas as the diverse experience of the team members is involved in this process. I have in particular found that when this technique is used, the team members come closer and become more committed towards each other and the organization too. Especially when they brainstorm in a positive environment, mutual understanding is developed and a social bond is developed between the people; this is the most critical factor that actually makes this technique successful. I have understood from my experience that the special bond which develops is what makes the generation of ideas more creative, more successful and more explicit. The process of brainstorming becomes successful when all the stakeholders are involved and without criticizing their

ideas, everyone is allowed to be creative; this adds innovativeness and creativeness in the generation of options; and when members develop trust and positive bond, their commitment improves which further enhances the communication between them resulting in better options (Sosa & Gero, 2012).

References

Sosa, R. & Gero, J. (2012). Brainstorming in Solitude and Teams: A Computational Study of Group Influence. 188.

Wilson, C. (2013). Brainstorming and Beyond. Burlington: Elsevier Science.