Brainstorming

BRAINSTORMING BRAINSTORMING (Google video) Using the brainstorming tool as a way of coming up with ideas about business and problem solving is a very effective method to achieve great results. A result oriented brainstorming session has to have a leader who will have the mandate to control the other members. The group leader also has to be the most knowledge or experience on the matter at hand to b discussed. The brainstorming at Google involves such a group and leader highlighted above. All members are actively participating in order to gain results. Team idea mapping method works by the method of association. It may improve collaboration and increase the quantity of ideas, and it is designed so that all attendees participate and no ideas are rejected. The process begins with a well-defined topic. Each participant brainstorms individually, then all the ideas are merged onto one large idea map. During this phase, participants discover a common understanding of the issues as they share the meanings behind their ideas.

(Google video) Identifying the problem at hand in the first place is a very bright idea for the group. By doing this, the group has a varied set of ideas they can generate in order to come up with the solution. The way also the group sits in a relaxed manner and informal way thus allowing free flow of ideas. During this sharing, new ideas may arise by the association, and they are added to the map as well. Once all the ideas are captured, the group can prioritize and take action. This is the idea the team seems to take to tackle the problem at hand. This way, the group comes up with the solution easily. (Google video) Brainstorming is surely the best way to solve problems and come up with new ideas. This is demonstrated by the virtue that Google video. Google uses this method steering it to great heights. The group also

portrays great teamwork and this is a great motivation to the entire team.

Sources:

Google video.

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