

## Method sheet

Name:

Class / Course:

Subject:

Date:

Version: 1 -SMey2010-

Number of pages: 1

# ▷ Brainstorming

<b>application and intention</b>	<p>This method is very suited for planning phases in seminars/workshops/training sessions.</p> <p>The topic or problem is written on the blackboard or a flipchart or something else. Any remaining questions should be answered before the brainstorming starts. Brainstorming has the following rules which need to be made clear to the participants prior to the exercise:</p> <ul style="list-style-type: none"><li>• Every idea is welcome, even if it is far-fetched or it sounds impossible,</li><li>• Quantify is more important than quality,</li><li>• Criticism in this method is strictly forbidden,</li><li>• Get inspired by the ideas of others!</li></ul> <p>The participants collect all ideas in a previously agreed time on the flipchart.</p>
<b>material and examples</b>	<p>Flipchart or similar, pens</p> <p>Might bring about some of the following activities under the following headlines:</p> <ul style="list-style-type: none"><li>• types of hotels</li><li>• ideas for events in hotels/restaurants</li><li>• problems of hotel guests</li></ul>
<b>control</b>	<p>Very often brainstorming exercises are done too narrowly. When participants work too seriously, creative elements and good ideas get lost. In brainstorming it is of utmost importance to take the "scissors" out of the participants` heads to make them truly creative and use this tool as a useful method.</p>
<b>notes</b>	