LEADING BITS

TOPICS

• Advising Groups
• Agendas
• Assertiveness
• Brainstorming
• Communication
• Community Service
• Conflict Management
• Constitution/By-Laws
• Co-Sponsorship with Other Groups
• Delegation
• Difficult Members
• Elections
• Evaluation Series
  • Group Performance
  • Individual Performance
  • Meeting Evaluation
  • Program/Event Evaluation
• Financial Series
  • Budgeting Organization Funds
  • Corporate Sponsorship
  • Fundraising
• Getting Involved
• Goal Setting
• Group Dynamics
• Icebreakers
• Marketing your Leadership Skills
• Meetings
• Minutes from Meetings
• Motivation
• Newsletters
• Officer Transition
• Parliamentary Procedure
• Program Planning
• Public Speaking
• Publicizing Events
• Recognition
• Recruiting Volunteers
• Retreats
• Starting an Organization
• Stress Management
• Team Building
• Time Management
• University Events

Leading Bits is a publication of the Office of Student Activities at LeTourneau University.

Copies are available from the O|SA in MSC-1 or by calling extension 3127.

The O|SA staff offers programs and consultation in these and other areas of personal and organizational leadership.

Source: Bristol-Myers Public Relations

Published July 2002
LeTourneau University
BRAINSTORMING

A process whereby a group pools their collective thoughts and ideas to formulate a list of ideas and suggestions about a project, promotion, problem, or program.

The Ground Rules for Brainstorming

In setting up a brainstorming session for your group, here are some ground rules that should be explained to all participants before you begin. Remember: **Spontaneity and outrageous ideas often yield the best solutions!**

- All participants and ideas hold **equal weight**
- Ideas are placed on a **blackboard or flipchart**, visible to everyone
- A **time limit** is determined
- **One specific problem or issue** is dealt with at a time
- The goal is **quantity**—the more ideas the better
- **Everyone** is encouraged to speak and to speak often
- **Piggy-backing** (building on one another’s ideas) is encouraged
- **Quality** of ideas is not important in this first stage—no idea is a bad idea!
- **Negative or critical remarks** is not allowed

Narrowing Down the Possibilities

Now that you have a surplus of ideas, it’s important to examine your list and select the best solution.

**Step 1:** **COMBINE** two or more ideas to make a great idea and improve on the rough thoughts thrown out in the brainstorming session.

**Step 2:** **DISCARD** ideas which are impractical, impossible, not feasible, or immoral/illegal

**Step 3:** **CHOOSE** the three best ideas by having everyone vote for three ideas and taking the top three vote getters

**Step 4:** **EXAMINE** each of your top three ideas. Discuss all their possibilities, potential, and problems. Keep in mind your resources, fiscal and human, and the time you have to complete the proposed project or solve the problem.

**Step 5:** **SELECT** the strongest solution out of the collective top three, and go with it wholeheartedly!

Brainstorming is needed for executive/officer meetings, problem-solving meetings, and meetings to explore possible courses of action. It is very useful in encouraging suggestions, gaining participation through empowering group members, and training new members.