

7 Agreements of Brainstorming

1. Judgement-free zone: Don't dismiss or criticize any ideas.
2. Build on the ideas of others: No "buts." Only "ands."
3. Encourage wild ideas:
Think naively, keeping all knowledge of what is feasible to the side. Embrace out-of-the box ideas since they can be innovative solutions.
4. Aim for quantity: Generate as many ideas as possible.
5. Be visual: Use sketches or models to convey your ideas.
6. One conversation at a time: No interrupting, no dismissing, no disrespect.
7. Be optimistic.