



Office of Leadership Activities
815 North Broadway
Saratoga Springs New York 12866-1632

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Brainstorming is a tool for any club. Whether your planning events, rewriting your charter, or recruiting new embers, brainstorming can help. It may be just the technique to rejuvenate your club and get everyone excited and involved. The purpose of this method is to get out as many ideas as possible—the more you have to choose from, the better your final choice will be! You can

- If several groups brainstormed the same idea, put the lists on the wall and let everyone read each other's work
- Group ideas into related categories for review
- Decide which ideas are most promising and which can be eliminated; putting pluses and minuses by items can do this
Select those with greatest potential and high-ranking priority for either implementation or refinement by committee or the group
- Review and evaluate your ideas as they are being implemented. Make any changes deemed necessary by the group
- Be sure to utilize the ideas generated. Seeing your ideas come to fruition is extremely rewarding

SOURCES:

Pfeiffer and Jones; 1972 Annual Handbook for Group Facilitators.

Schindler-Rainmann E. and Lippitt, R.; Taking Your Meetings Out of the Doldrums.