

# Brainstorming for Enhanced Results

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## BRAINSTORMING FOR ENHANCED RESULTS

This powerful technique for problem-solving and idea generation puts you in touch with imaginative capabilities by tapping into ideas that might be buried or just waiting on the edge to be released. Used wisely, those involved and affected will be happier and more effective with the changes requested and results wanted.

1. The primary purposes of gathering to brainstorm are to take a flexible look at solving a problem, overcoming an obstacle, creating a plan for a new endeavor, and overall increasing the power of teamwork.
2. With greater openness - communication and cooperation among the participants tends to increase. More than one possibility, solution, or perspective is put forth which enhances the probability that a better end product or service will result.
3. Once people are encouraged to share ideas without fear of censure, judgment, or immediate evaluation - creative abilities flourish. The quality of ideas rises and one idea tends to trigger another. This is often referred to as synergy. It is also good to include people from several arenas to gain more variety.
4. Too often, in work and community organizations, the people who will be directly affected by a change are not asked to participate in the planning stages. This could lead to an end result that may not be as effective as it could have been - or worse - may be resented because it is impractical or because of it being viewed as a forced implementation.

A stronger feeling of ownership emerges which leads to an easier and more successful implementation. Do the right thing, ask for their input as they often really do know best.

5. Communication skills are improved during brainstorming sessions as participants articulate their thoughts and feelings. Keeping track of this output is important. If ideas are not written down they are too easily forgotten. Seeing ideas together can lead people to see how two or more may work in conjunction with another. Many useful ideas are generated that may not be used for the current project but could prove useful for later consideration or with other endeavors.

6. Brainstorming is wide open to interpretation and experimentation - let your mind play with ideas rather than fighting them or applying too much logic. Make replies to specific questions short -

simply convey the main idea. After several rounds have taken place, group the ideas into categories and then start pursuing how they can best be used.

7. When implementing the final decisions, keep in mind that it's okay to drop the proposal if it doesn't appear to be working. Nothing is written in stone. Try another one to find the right fit. Remember to evaluate along the way. When the change is completed, look back at the different steps and milestones and offer congratulations and critique where appropriate.

Sessions using these brainstorming practices can be looked at with a sense of pleasure and productivity if handled as a cooperative effort. Generating additional thoughts gets the flow going towards the creation and implementation of whatever you are working on, dreaming of, or playing with. Good luck with your next venture.

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