

# Finding solution



# Divergent Thinking

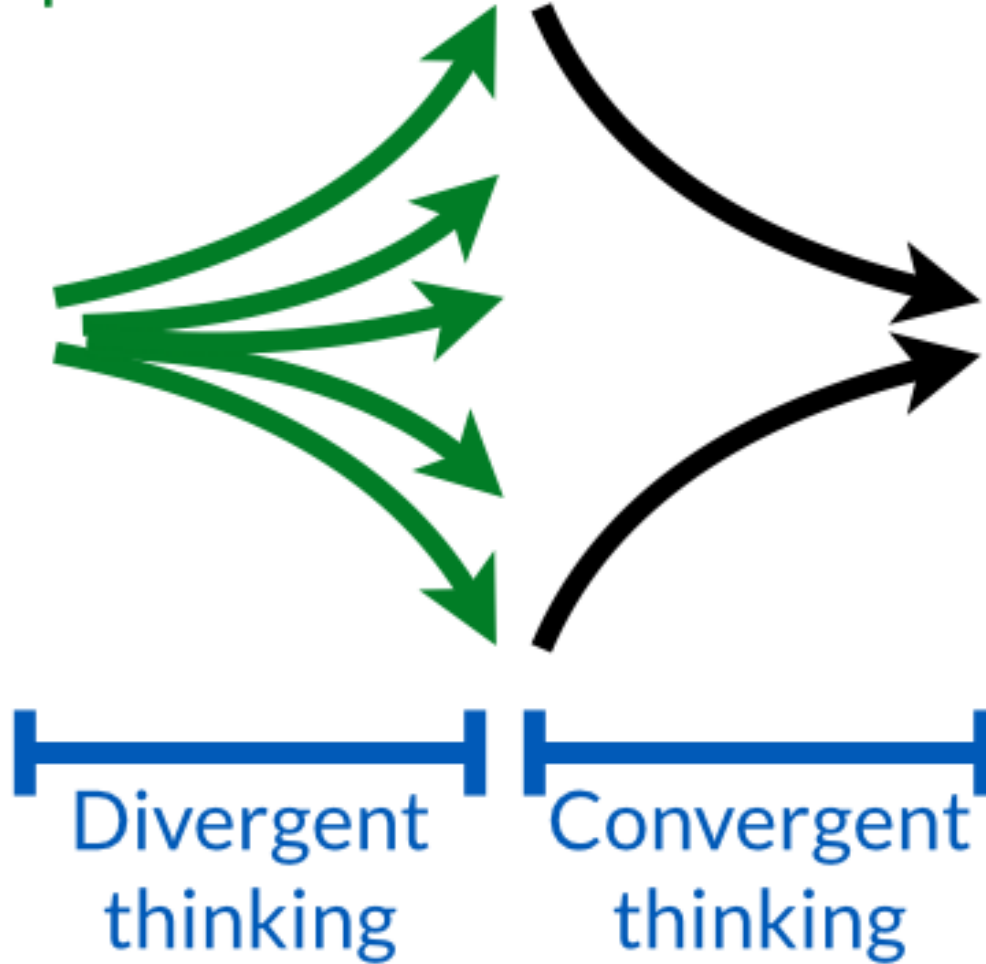
and

# Convergent Thinking



1. Explore  
possibilities

2. Decide  
what to do



# Brainstorming



# Brainstorming - Rules

1. Absolutely no criticism of suggestion or person is allowed. Positive feedback for all ideas should be encouraged
2. The aim is to produce as many ideas as possible.

# Brainstorming - Rules

3. The aim is to generate a sense of creative momentum. There should be a feeling of excitement in the group with ideas being produced at a rapid pace. All ideas should be encouraged, regardless of how irrelevant, 'stupid' they might seem.

# Brainstorming – Rules

4. Ideas should cross-fertilise each other, in other words everyone should continually look at the suggestions of the rest of the group and see if these spark any new ideas. Each person is then feeding off the ideas of the others.

**If I had a  
million  
dolar?**





# Thank you!

