**Brainstorming Protocol**

- Ideas written and grouped where everyone can see them
  - Flipcharts
  - Blackboard
  - Post-its

- No censoring
  - All ideas are valuable
  - Ideas prompt new ideas
  - One may build on ideas of others

- Alternating turns
  - Encourages full participation
  - The best idea may come from an unlikely source

- Be exhaustive
  - Push yourself beyond the last idea
  - The more thoughts you generate the more likely you’ll discover the best idea