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