

S	M	T	W	T	F	S
AUG 2018	5	6	7	8	9	10
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Unit - VStrategies for organizing learning for diverse learners -Brainstorming

Brainstorming combines a relaxed, informal approach to problem solving with lateral thinking. It encourages people to come up with thoughts and ideas that can, at first, seem a bit crazy. Some of these ideas can be crafted into original, creative solutions to a problem, while others can spark even more ideas. This helps to get people unstuck by "jolting" them out of their normal ways of thinking.

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Brainstorming is a group creativity technique by which efforts are made to find a conclusion for a specific problem by gathering a list of ideas spontaneously contributed by its members.

Brainstorming is a process of idea generation.

4 Steps to be followed :-

- 1) Define and agree the objective
- 2) Brainstorm ideas and suggestions
- 3) Categorise / combine / refine.
- 4) Analyse effects or results.
- 5) Prioritise options / rank list as appropriate.
- 6) Agree action and timescale.
- 7) Control and monitor follow-up.

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4 Types of Brainstorming :-

1) Structured

2) Unstructured

3) Salient

1) Structured Brainstorming :-

Pros :-

1) Everybody gets opportunity

Cons :-

Member having more ideas, may not get time to share all of his ideas

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							2018	2018

2) Unstructured Brainstorming :-

Pros :-

Members having more ideas can share their ideas freely.

Cons :-

- a) People with shy nature may not share their ideas.
- b) Some member might dominate the forum.

3) Salient Brainstorming :-

Pros :-

No discussion, ideas are captured silently on paper.

Cons :-

It kills chances of idea generation over ideas.

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Brainstorming is one of the best-known techniques available for creative problem-solving. This concept describes the technique and explores its benefits and weaknesses. It goes on to set out procedures for organising effective brainstorming sessions and offers some examples of brainstorming drawn from past experience of renowned organisations.

7 The Pros and Cons of Brainstorming: -

Pros :-

- 1) Discovering new perspectives.
- 2) Defining Problems
- 3) Equal participation
- 4) promotes creativity.

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Cons :-

- 08 1) Time consuming
- 09 2) Facilitator required
- 10 3) Utopian Ideas (sometimes the ideas suggested are unworkable)
- 11
- 12 4) Wiseacres (colleagues may refuse to consider others' ideas or outvoice others)

or

- 01 It promotes fights and arguments
- 02
- 03 5) It's not always effective.
- 04 6) It's not always the right choice for everybody.
- 05

Brainstorming can be effective in some situations, although there are times when it's not the right technique to use. The key here is to identify when and where you should do a brainstorming session and determine if the people around you will benefit from one.

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