



## STRATEGY 164

# Brainstorming: With Deferment of Judgement

*Please make note of the following: It is critical to understand that if you learn how to defer judgment when creating ideas, you will become far more creative than you ever thought possible.*

### HOW DEFERMENT OF JUDGMENT ENHANCES INDIVIDUAL IDEATION (DURING THE SAME PERIOD OF TIME)

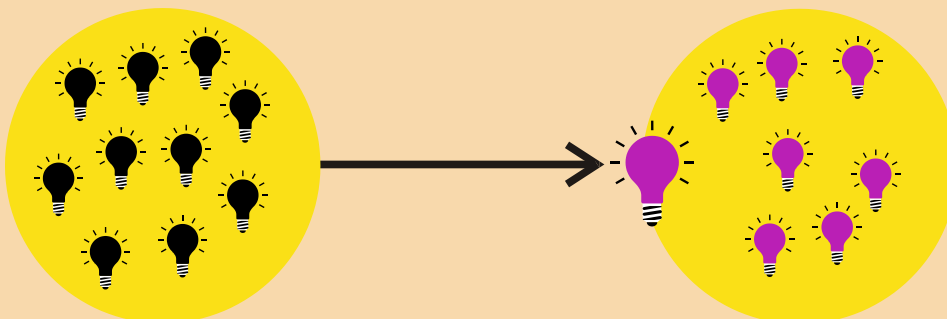
NUMBER WITH JUDGEMENT

NUMBER OF GOOD IDEAS WITHOUT JUDGEMENT – 90% MORE

This is telling us that during a normal business meeting you are not getting 90% of your good ideas to the table. We are so very cognizant of not making a fool of ourselves that we will not throw out long shot ideas or things that do not fit the norm. However, when we are doing individual ideation there are no mores holding us back. Let the juices flow.

Here is what happens to the mind when working on a problem:

The left circle represents the different ideas you are throwing at the problem. Then along comes an idea that is outside the circle. A wild idea! What happens is your mind jumps over and starts building ideas around the wild idea or new thought.





### STRATEGY 161

## Brainstorming: The Best Ideas Come Last

*This is true in a brainstorm and at exchange meetings or any other long drawn-out business or personal meeting. The best ideas will come after you are thought out.*

#### RELATIVE NUMBER OF GOOD IDEAS FROM A BRAINSTORM

FIRST HALF IDEAS

SECOND HALF: 78% MORE IDEAS

78% more good ideas come from the second half of a brainstorm vs. the first half.

When the group starts to “run down” the moderator should say something like, “Give me one more idea!” People start to force out ideas and all of a sudden the flow will start anew.

Whoever holds back even the glimmer of an idea is defeating the purpose of a brainstorm.

Borderline ideas that would not come out in a business meeting have a chance to come out.

A brainstorm should be wild.

It should be free-wheeling.

A brainstorm should create a Pavlovian condition in a permissive atmosphere.

If you attend an exchange meeting, be the last one to leave the room. The best ideas come last. If it is a multiple day event, stay for the last day and work until the last minute. If the numbers above mean anything, your chances on the last day may be up to 78% higher than they were the first day of the meeting. This is hypothetical as to my knowledge no test has been run on this possibility, but my experience tells me that it could be in that range.