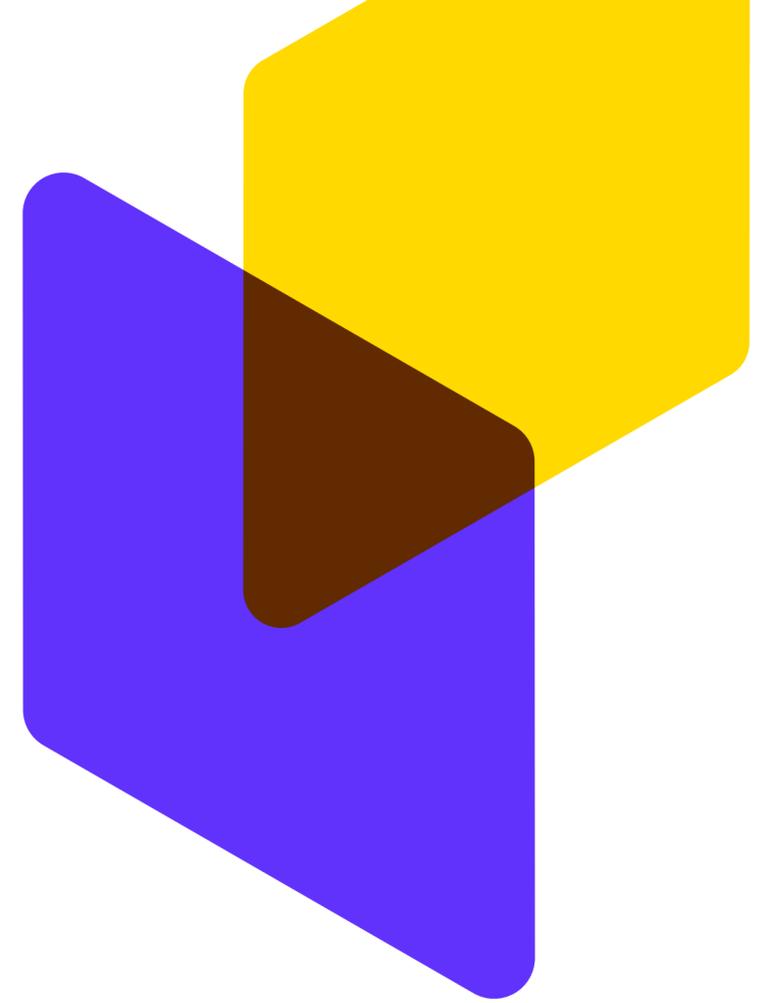


Brainstorming rules



Brainstorming Rules

- 1** Don't criticize.
- 2** Go for quantity. More is better.
- 3** Build on each others ideas.
- 4** Encourage wild thinking.
- 5** Be visual.

"That was MY idea!"

"That will never pass the regulators scrutiny!"

"When will you stop talking???"

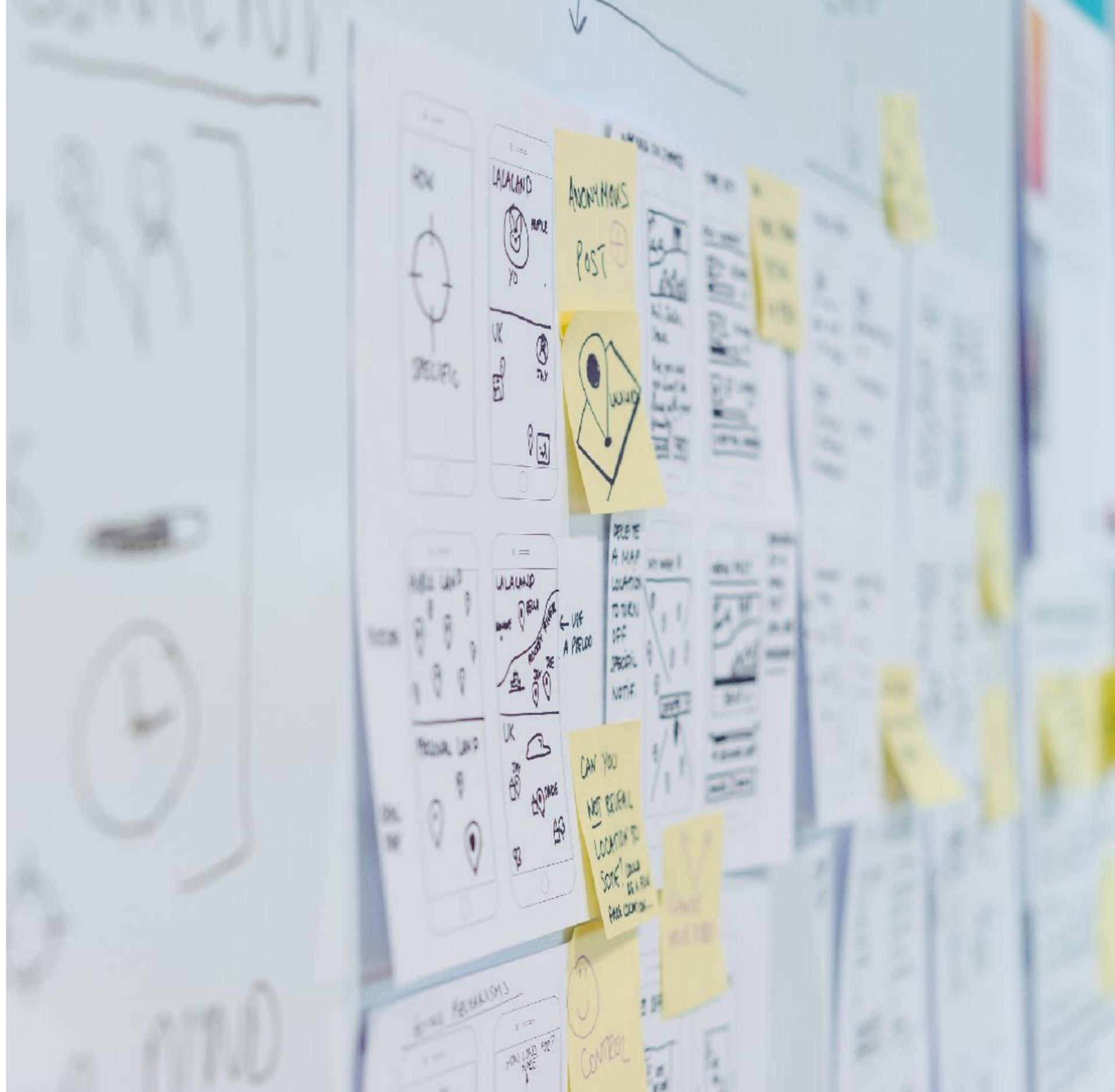
"I'm so bored by your ideas..."

"That idea is terrible!"

"We'll never be able to build that in time."

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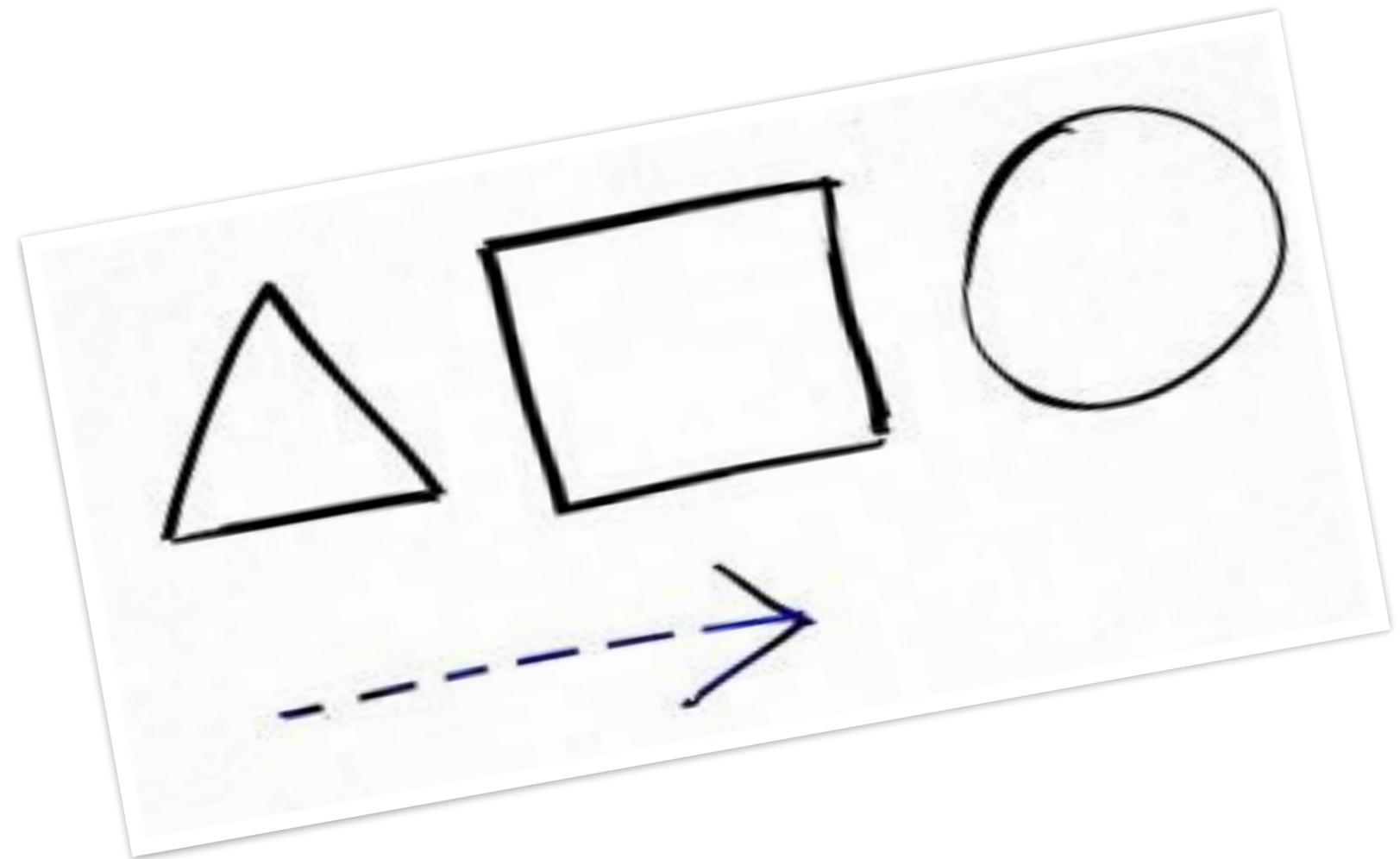
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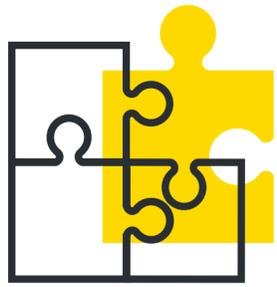


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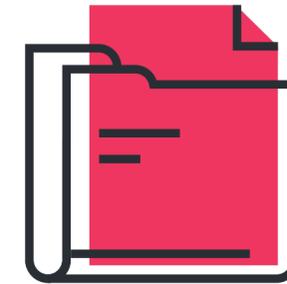
Why do we draw?



To shift talking about **WHAT** we're trying to do towards **HOW** we would do it. Now we have a shared vision on paper/whiteboard.



Words are powerful, but sometimes they don't cut it. We can try to describe what we're imagining, but a **diagram often gets us to a common ground quicker**.



Sketching offers you the freedom to **explore alternative ideas**