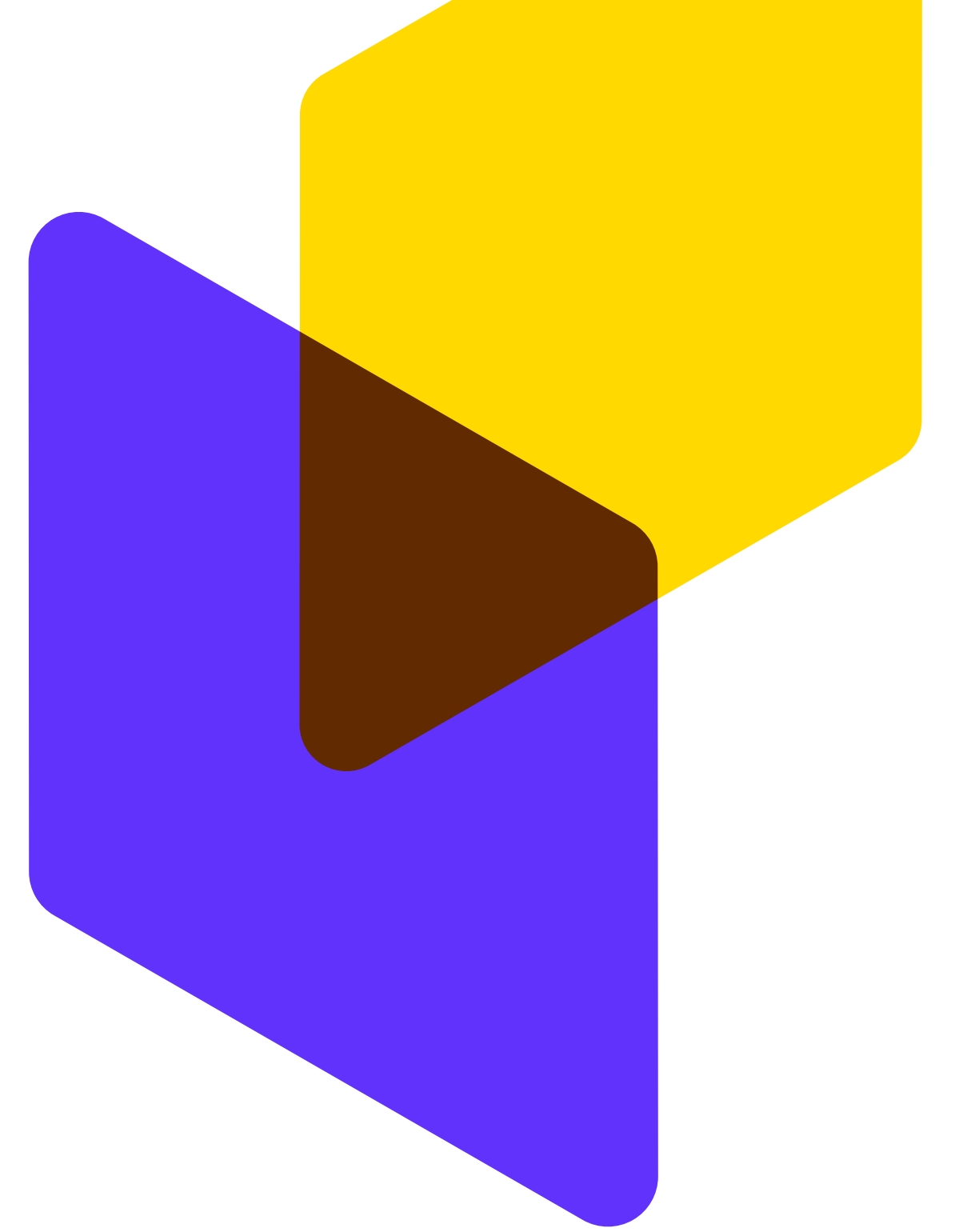


# Brainstorming rules



# Brainstorming Rules

**1** Don't criticize.

*"That was MY idea!"*

**2** Go for quantity. More is better.

***"That will never pass the regulators scrutiny!"***

**3** Build on each others ideas.

*"When will you stop talking???"*

**4** Encourage wild thinking.

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

**5** Be visual.

*"That idea is terrible!"*

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

# Brainstorming Rules

- 1 Don't criticize.
- 2 **Go for quantity. More is better.**
- 3 Build on each others ideas.
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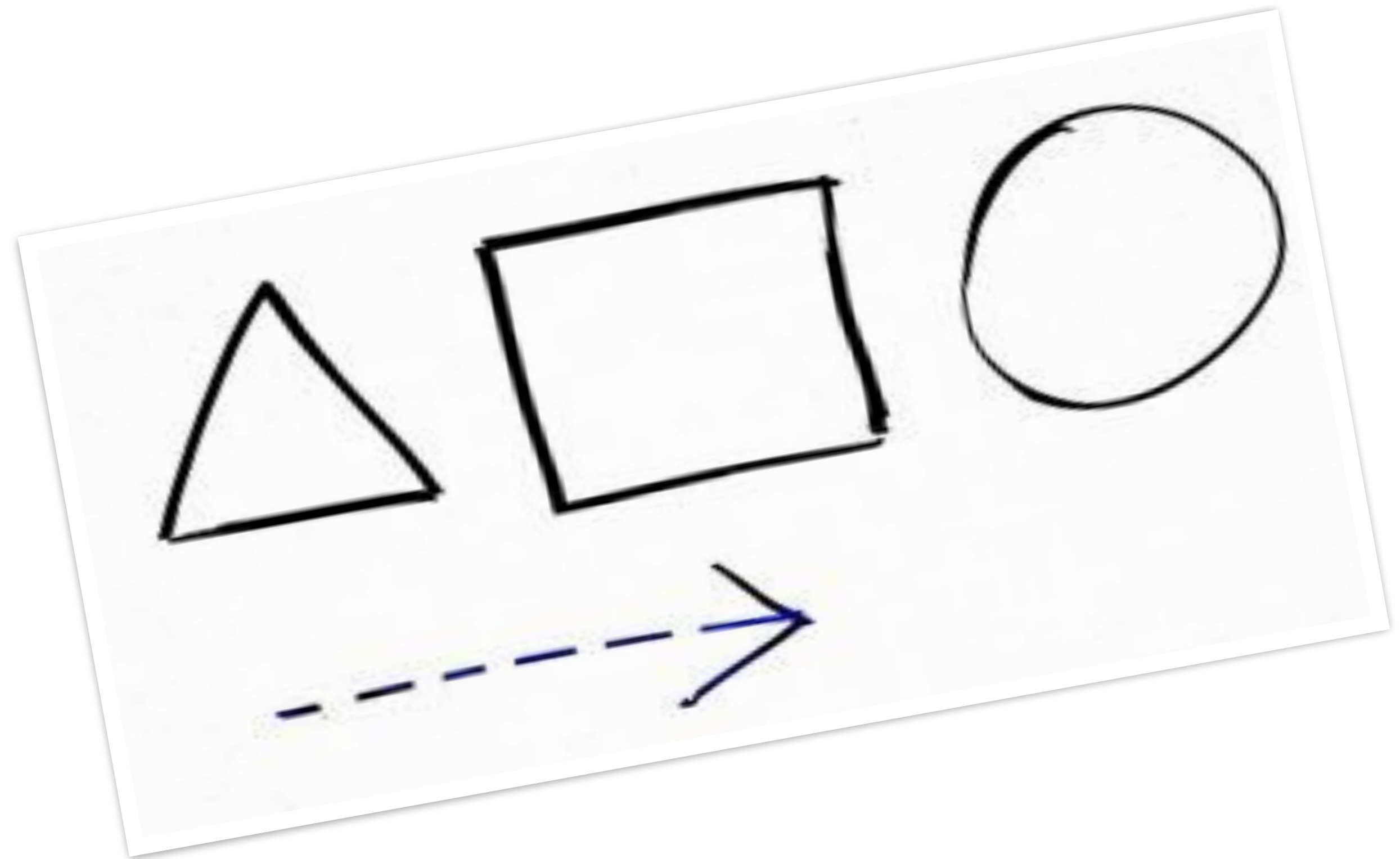
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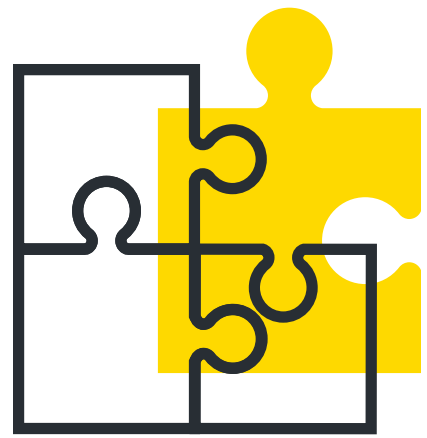


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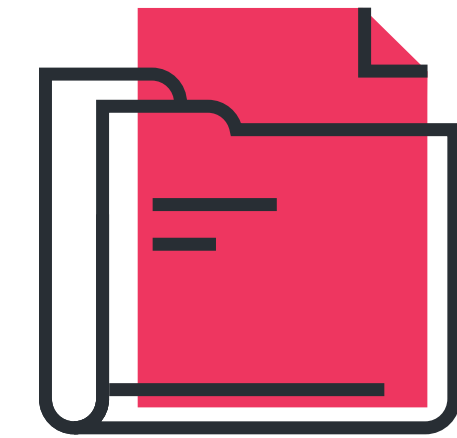
# Why do we draw?



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**