1. Write the objective in the form of a question for all to see. Example: "How can we...?"

2. Encourage all ideas, no matter how seemingly crazy or impractical.

3. Keep it fun and lively! Encourage creativity. Welcome all ideas.

4. Don’t allow criticism. Assure everyone that no idea will be ridiculed nor considered stupid.

5. The more ideas, the better.

6. Capture all of the group’s ideas on a flip chart or computer.

7. After brainstorming ends, evaluate all ideas and choose a plan of action.