



Labor-Management Resource Center

Brainstorming

- An idea-generating technique used by teams to produce many ideas in a short period of time.
- A problem-solving technique that involves the spontaneous contribution of ideas from all members of the group.

Benefits of Brainstorming

- Rapidly produces a large number of ideas
- Encourages creativity and innovation
- Encourages involvement by all members
- Forges a sense of ownership