PartnersINProgress

SMACNA & SMART—Building a Future Together

Best Practices Tools

What is Brainstorming?

An idea-generating technique used to produce a lot of ideas in a short period of time

A problem-solving technique that involves the spontaneous contribution of ideas from all group members

BENEFITS OF BRAINSTORMING

- Generates many ideas quickly
- Encourages creativity and innovation
- Involves all members of a group
- Creates a sense of ownership
- Drives agendas, discussions and topics