

# Brainstorming

**"Genius is 1% inspiration and 99% perspiration."**

*- Thomas Edison*

Brainstorming is usually done in a group and begins by identifying a problem and then coming up with as many solutions as possible. The ideas that evolve from a group tend to be more imaginative, creative, and original than solo decision making.

**Brainstorming is the process for developing creative solutions to problems.**

**The brainstorming environment should be friendly. The group should be encouraged to be open-minded, enthusiastic, and offer an uncritical attitude. This will allow for even the perceived silliest of ideas to be presented. Sometimes, those silly ideas turn out to be the best ones!**

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# mind