

**Tool 12-7**

**Brainstorming**

**Instructions:** Begin your group brainstorming session by writing the topic in a center circle on a flipchart page. List any related topics on the page branching out from the main topic as illustrated below. You can continue to add branches until you have run out of ideas. If the branches also generate additional ideas, continue to branch out from those.

**Rules:** No judging of ideas. The goal is quantity, not quality. Piggybacking (building on ideas) is allowed. Creativity is encouraged. The wilder the ideas, the better!

**Next Steps:** Put ideas on a flipchart page. Allow each person in the group to come forward and mark three choices from the ideas. You will choose the items with the most marks as the first ones to try.

