

# Blue Sky Thinking

## (aka Brainstorming)

Blue Sky Thinking is today's terminology for a concept that was developed nearly 70 years ago - the concept of opening up your mind as widely as possible in discussion - as wide as the 'blue sky' - when trying to think up new ideas and strategies.

It was in 1930, that the head of a New York advertising agency, Alex F. Osborn, created brainstorming. He wanted to generate a large number of ideas from his team in a short time.

Brainstorming is a group activity, ideally between 6 to 10 people. It requires positive emotion and a willingness to value all contributions.

- Firstly, define the issue, and brainstorm ideas, data and other responses to the issue
- Then evaluate the product of the brainstorm
- And finally, agree and implement actions.

## 10 BRAINSTORMING RULES

1. Keep it short (max 25 mins)
2. Laugh with, not at
3. Expand others ideas
4. Be positive
5. Never say "we've looked at that"
6. There are no stupid ideas
7. Have FUN!
8. Do not shoot down ideas, use them to generate your own
9. A single perfect solution does not exist
10. Anything goes.