

BRAINSTORMING

Brainstorming, consists of a tool used to generate ideas, this technique was created by Alex Osborn in the late 1930s and described in his book "applied imagination".

The objective of brainstorming is to motivate participants to contribute ideas, get a good amount of ideas to come up with a real solution, combine the answers and improve them, analyze everyone's ideas regardless of who generated it.

There are different ways of brainstorming, such as:

Free Wheeling

Round Robin

Paper strip method

One of the most famous is free wheeling, which must be carried out by someone with experience who motivates to generate ideas and who does not grant criteria, and who writes down the ideas presented, that allows ideas to flow spontaneously without order, having freedom of thought, without criticism or evaluation, and that in the end instruments are used to reach an agreement to reduce the list of ideas.

The Round Robin is a technique in which there is a facilitator who takes turns requesting ideas and writes down the ideas presented, and in which the members can give their opinion on any round, ending when the participants have given their opinion.

BRAINSTORMING

The paper strip method is different from the previous techniques, in which the facilitator asks the participants to write their ideas on paper strips, in the end they collect them, they are organized and analyzed by the designated people.

Referencia

Garcia, G., Zayas, E. (s.f.) *El proceso de solución de problemas. [The troubleshooting process]* Recuperado de http://biblioteca.utec.edu.sv/siab/virtual/elibros_internet/55764.pdf