



# APO

Asian Productivity Organization

## P-Glossary



### Brainstorming

Brainstorming is a common method used to generate ideas on causes of and possible solutions to any topic or process problems. A brainstorming session usually involves a group of people getting together and listing ideas in a process that is free of criticism and judgment. Analysis and commentary on ideas are delayed until after the brainstorming session has concluded. Brainstorming encourages open thinking and gets all team members involved so that only a few do not dominate the whole group. Brainstorming also allows team members to build on each other's creativity while staying focused on their joint mission. Brainstorming can be structured, where each team member gives ideas in turn, or unstructured, implying that team members can give ideas as they come to mind.

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*See also: Fishbone Diagram*

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