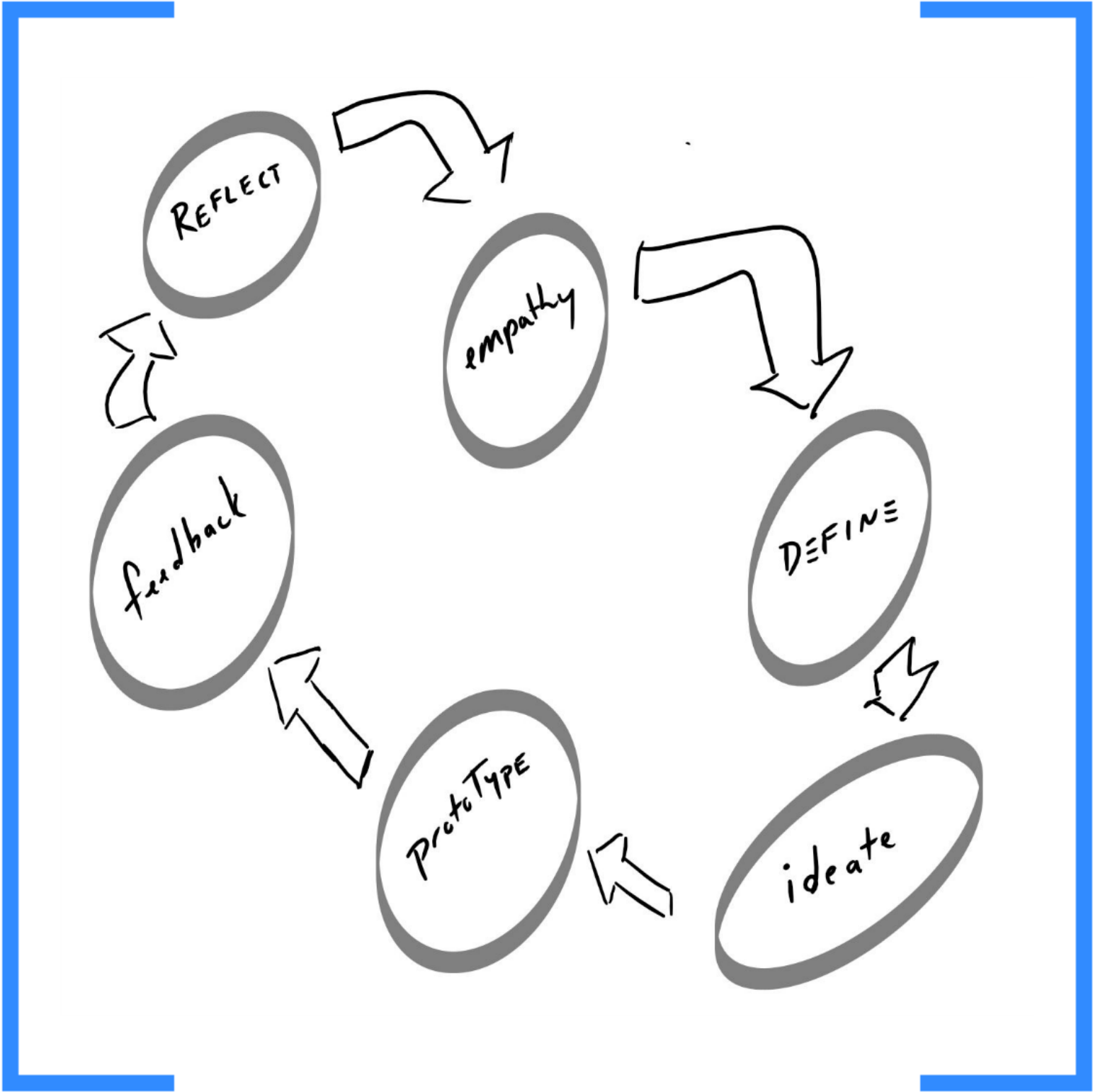
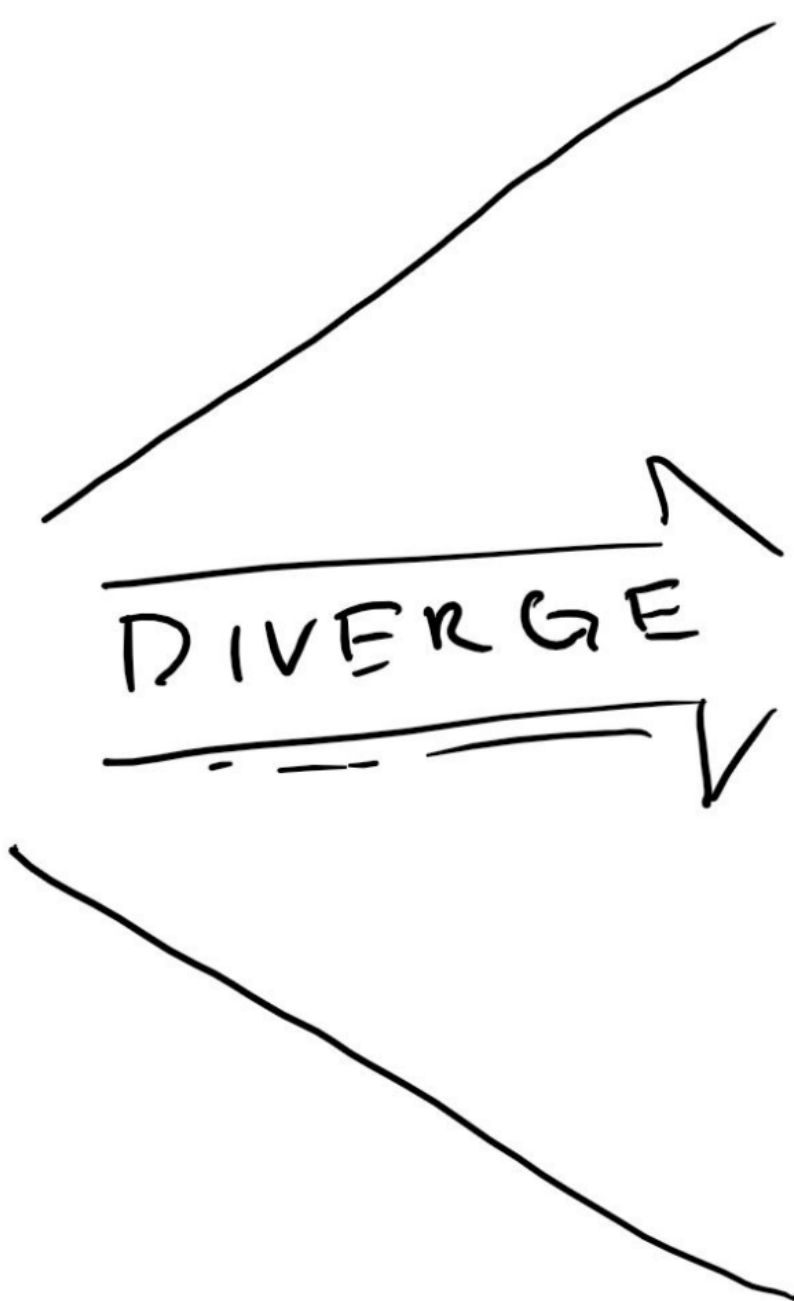


The 7 Rules of Brainstorming

From Tom Kelly's *The Art of Innovation*

1. Defer judgment
2. Encourage wild ideas
3. Build on the ideas of others
4. Stay focused on the topic
5. One conversation at a time
6. Be visual (Represent ideas graphically)
7. Go for quantity





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