




Thinking | Teaching | Talking

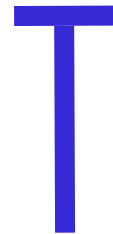
How to audit the success of brainstorming sessions

Brainstorming has been receiving a lot of criticism in terms of its effectiveness. “What was the value generated from a brainstorm session?” or “was the brainstorming purposeful?": these are some commonly asked questions. Auditing the success of a session is therefore crucial. Here is a simple technique using Postit notes.

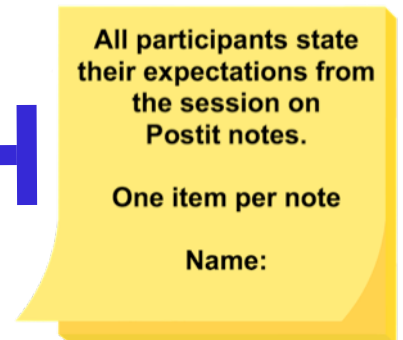
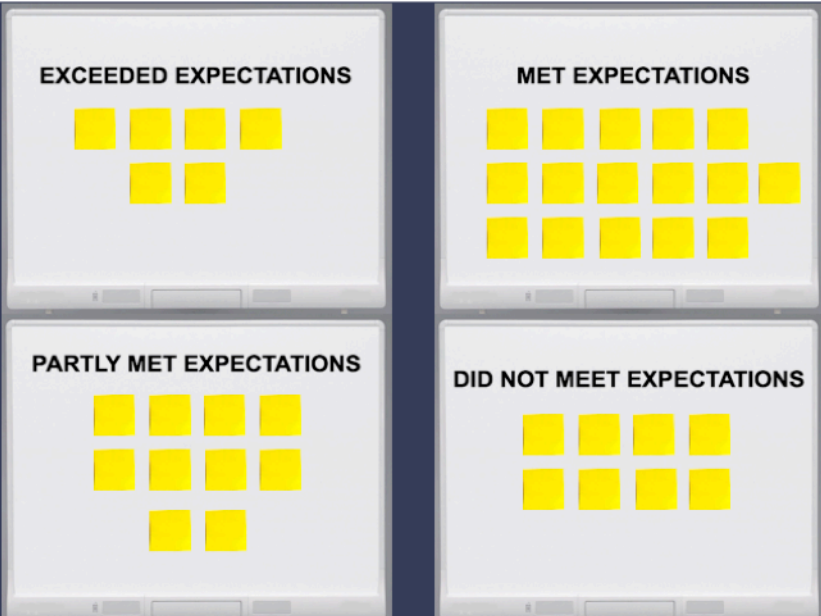



Ask the attendees to generate a list of the “Rules of Engagement & Etiquette” — their own ground rules for how they want to work together such as:

- Defer judgment
- Encourage wild ideas
- Build on the ideas of others
- Stay focused on the topic
- One conversation at a time
- Be visual
- Go for quantity



Designate a whiteboard or an area on a wall in the room and ask everyone to post their sticky notes there.

EXCEEDED EXPECTATIONS

MET EXPECTATIONS

PARTLY MET EXPECTATIONS

DID NOT MEET EXPECTATIONS

At the end of the session, ask your attendees to find their own sticky notes and to move them to the appropriate categories as shown in the graphic.

From the total number of expectations captured at the beginning of your session you can now count how many sticky notes are in each of the categories and the specific items of interest to the individual.

You can quantify if the group as a whole achieved each person’s desired outcome.