"**Brainstorming** is the process of free thinking and generating ideas without being bound by restraints such as "is this a good or bad idea?" (Slater and Cory, 2003)." **Brainstorming** is one of the best-known techniques available for creative problem-solving.

Brainstorming is a technique by which a group attempts to find a solution(s) to a specific problem by amassing ideas spontaneously (Osborn, 1953). It is a highly effective technique for maximising group creative potential, not only to generate ideas but also to determine which ideas are most likely to succeed in a specific area of interest (Baumgartner, 2007).

It is a creative process for generating ideas that encourages quantity over quality and discourages criticism and evaluation. A key ingredient for success is allowing ideas to build on each other.

Brainstorming is a very important decision making skill, because it’s so effective at generating ideas to solve your problem.

Brainstorming is effective at generating ideas for two reasons:

1. It generates a large *quantity* of ideas.
2. It generates a large *variety* of ideas addressing different aspects of the problem.

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It can be easily explained as a problem solving conference method based on stimulation of one person’s mind by the mind of another. An average group consist of 4 to 6 people sitting around a table and spontaneously producing ideas designed to solve a specific problem.

The following rules should be followed:

Criticism is not allowed

Any number of ideas is welcome and desirable

Combination and improvement are sought

