

## Objective:-

The Objective of the brainstorming session is to generate many creative ideas to answer a specific goal. It is best to express the goal as a question.

## Significance of Results:-

Encourages Critical Thinking

Which makes sense since brainstorming is meant to solve problems.

Gets You Out of Your Head

As Joe Master noted, we all walk into meetings with our own ideas, but the act of brainstorming forces us to consider and examine other people's ideas.

Brainstorming Builds Teams

Since brainstorming is a collaborative experience, no one person walks out of the meeting taking ownership of the results, thus it an absolute team effort.

