

Facilitated Session Brain Storming Process

Primary Purpose:

Generate and Record Many Ideas and Requirements in a Short Period of Time

- **All Ideas Are Allowed, Encouraged and Recorded.**
- **No Discussion, Criticism or Critique.**
- **Maintain High Energy Level During Brain-storming.**
- **No Censoring of Your Own Ideas or Others!**

Facilitated Session Brain Storming Process

Initial Frustration or Lack of Focus Is Common

Brain-storming Process Often Goes Through a Cycle

- **Storming – Anxiety and Lack of Direction.**
- **Norming – Teams Buy Into the Process and Embrace The Objective of the Sessions.**
- **Forming – Teams Begin to Produce As a Unit.**
- **Performing – Synergy of the Team Exceeds the Results Achievable by the Individual Participants.**

Session Ground Rules

- ◆ **Be Punctual And Be Prepared**
- ◆ **Review Distributed Materials Before The Meeting**
- ◆ **Discussions Stay Relevant & Focused On In-scope Areas**
- ◆ **One Conversation At A Time, All Ideas Are Recorded**
- ◆ **Views Of Others Respected And Encouraged**
- ◆ **Everyone Participates And Is Committed**
- ◆ **Everyone Keeps An SF DAMA View, Not Just Individual Focus**
- ◆ **Zoning Out Is OK! Just Let Us Know When You 'Check Back In!'**
- ◆ **Strive For Consensus, Or At Least 'Violent Agreement!'**
- ◆ **If No Consensus, The Business Sponsor (aka, DAMA Board) Decides**
- ◆ **Once A Decision Is Made, Honor The Decision**
- ◆ **Everyone Wins; Everyone Owns The Process And Results**