

BRAINSTORM GUIDELINES

No negative comments are allowed.
Encourage wild ideas.
All ideas are recorded.
Stay focused on topic.
One conversation at a time.
Build on the ideas of others.

Imagination is more important
than knowledge.

— *Albert Einstein*

Every act of creation is first an act
of destruction.

— *Pablo Picasso*

S.C.A.M.P.E.R.

- *Substitute*
- *Combine*
- *Adapt*
- *Modify, Magnify or Minify*
- *Put to other uses*
- *Eliminate*
- *Reverse or Rearrange*