**![j0362966[1]]()Brainstorming Guidelines**

**Rule 1:** **Postpone and withhold your judgment of ideas**

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**Rule 2: Encourage wild and exaggerated ideas**

**Rule 3: Quantity of ideas counts at this stage—not quality**

**Rule 4: Build on the ideas put forward by others**

**Rule 5: Every person and every idea has equal worth**