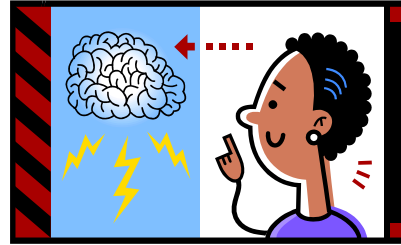


# Brainstorming Guidelines



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