

# Osborn's Guidelines for Brainstorming

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- Don't judge, be open to all ideas, and consider them carefully and respectfully in an unprejudiced manner.
- Encourage the unusual with no limits placed on your imaginations.
- The more ideas you generate, the better.
- Improve on the ideas of others; no one is the exclusive owner of any idea.
- Try to produce as many ideas as possible; don't evaluate any idea and don't inhibit anyone from participating.