



# HOW DO YOU BRAINSTORM?

## GOAL

The goal of brainstorming is to generate a large quantity of ideas or solutions related to a specific problem, challenge, or topic. The primary objective is to encourage creativity, foster collaboration, and stimulate innovative thinking. Below are the steps to help you piece it all together.

### Define the Risk Objective

Clearly articulate the purpose of the risk identification session. Identify the specific project, process, or situation for which you want to identify potential risks. Ensure all participants understand the objective.

### Gather a Diverse Group

Assemble a group of individuals with relevant expertise and perspectives. Include stakeholders, subject matter experts, and individuals with experience in the area being assessed. The diversity of the group will help ensure a comprehensive identification of risks.

### Brainstorm Potential Risks

Encourage participants to brainstorm and list potential risks associated with the defined objective. Emphasize a free-flowing and non-judgmental environment where all ideas are welcome. Use prompts and probing questions to stimulate thinking and generate a wide range of risk possibilities.

### Categorize and Analyze Risks

Once the brainstorming phase is complete, categorize and group the identified risks based on common themes, areas, or aspects of the project or. Analyze each risk in terms of its likelihood, potential impact, and any existing control measures. This evaluation can help prioritize risks and focus resources on the most significant ones.

### Document and Review

Document all the identified risks, along with their associated information such as descriptions, categories, likelihood, impact, and potential mitigation strategies. Review and validate the list with the participants and relevant stakeholders. Regularly revisit and update the risk list as the project or situation evolves.



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