Brainstorming Rules

Build on the ideas of others

Defer judgement

**Stay focused on topic**
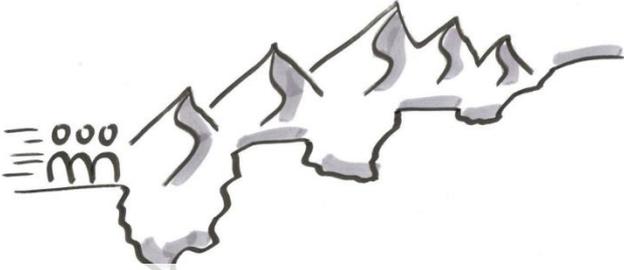
Fail early and often
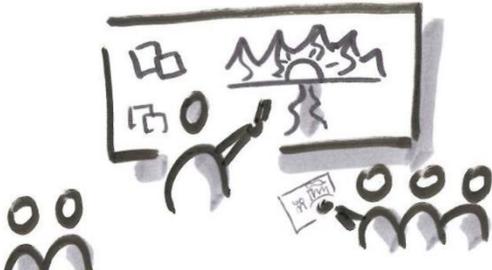
Be visual
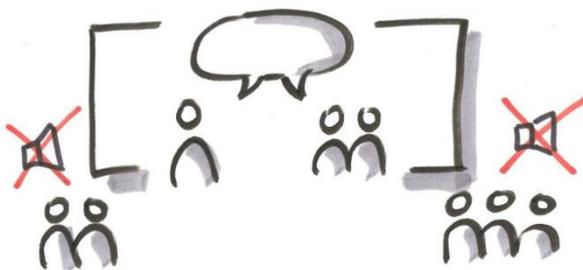
One conversation at a time