

# STORMDRAINING

## *A Quick Reference Guide*

**Stormdraining** (v): *A mechanism for preventing stagnant pools of idea water from turning into breeding grounds for mental mosquitoes. Typically applied after a brainstorming session, or at any time a team confronts a high level of complexity.*

### **RULE 1. Everything Is on the Table**

No sacred cows, please. Every single item is fair game for going down the drain.

### **RULE 2. Delete Is the Default**

Turn the pencil around and make liberal use of the eraser. Not sure if something should be deleted? Only one way to find out...

### **RULE 3. Build on Other People's Deletions**

Your teammate's suggestion to remove one thing most likely points to other parts that can also be removed. The objective is to reduce quantity and hone in on the essentials, so practice "Yes, and..."

### **RULE 4. Make It Fun**

Celebrate and encourage the deletions. Compliment people's creativity and courage when they propose sending something down the drain.

### **RULE 5. When You Delete Something, Really Delete It.**

Don't set it aside and save it for posterity. Don't take a photo to preserve the moment. Erase it. Drain it. Make it go away. And then revel in your freedom from the thing. If it is actually good and valuable, it will return on its own, I promise.

*In the unlikely event that we are left with a blank sheet at the end of the exercise, perhaps that tells us something about the material we were working with.*

*A return to emptiness may be exactly what the team needs.*