brainstorming
rules to think by
defer judgment

No idea is a bad idea when brainstorming. Let the ideas flow, and let other people build on them.
encourage wild ideas

Wild ideas can often give rise to creative leaps.
build on the ideas of others

In conversation, we try to use *and* instead of *but*...
stay focused on the topic

Use a keyword to table an idea that has strayed off topic.
be visual

colored markers
different colored post-its
fast sketches (thumbnails)
go for quantity

Aim for as many new ideas as possible.

In a good session, up to 100 ideas can be generated in 60 minutes.
a few syles
mind mapping

A more graphic approach:
Write the topic statement in circle in the center of this space. Then gather responses and scribe them as lines branching out from the center circle.
branching - cluster

Act as if you are in a vacuum, write your concept and then write your associations out