

## ABSTRACTS

UDC 378.147

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### **ADVANTAGES AND DISADVANTAGES OF BRAINSTORMING IN COLLECTIVE DISCUSSION OF PROBLEMS**

In the times of accelerated development of the modern world all organizations, companies, and groups of companies need to create new unique methods and views on current problems and crises. This leads to increased requirements for finding original ways of achieving success, solving problems, and organizing discussion. «Brainstorming» can determine the level of knowledge of people who are directly involved in the discussion and promote activation of thinking because everyone should be involved and participate in finding new solutions of the problem.

This method cannot be considered as universal among all methods of collective discussion. However, it is appropriate to use it in situations where a decision cannot be taken on the basis of the majority vote, but must meet the basic requirements of all the panelists. In this case, when you need compromise and coordination of interests, «brainstorming» creates an opportunity of satisfying everyone.

So, having considered the rules of brainstorming, its main advantages and disadvantages, having identified prospects of using this method, we have come to the conclusion that the basis of the method is the idea that the number and impartiality creates truly unique and original ideas and ways to improve the situation. Everyone chooses for himself which method it is easier to use in the search for innovative solutions, but we recommend using the method of «brainstorming» at least sometimes in professional practice.

*Key words: brainstorming, innovative technology, generation of ideas.*