

UDC 330.

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Idea Generating Process as a Challenge for Creative Teams.

The relevance of the work. All innovative organizations have a goal to strengthen their position on the market. Any enterprise faces challenges that require unusual approaches, therefore, the generating ideas is a unique technique that can help find an appropriate solution.

Purpose of work. The study aims to reveal obstacles which creative teams face while developing their own products.

The tasks to achieve the **goal** of the study are the following:

1. Studying of generating ideas methods
2. Studying peculiarities of the drafting team
3. Creating provisions for success of the team
4. Analyzing and systemizing existing problems

Methods of collective ideas generating are based on stimulating the creative activity of experts through joint communication while discussing specific issues and problems. These methods are necessary for collective mental work. Their goal is to find nontrivial solutions to the problem under discussion and remove barriers of self-criticism and criticality of participants. Proper use of methods of collective generation allows to improve the efficiency of a creative team.

For the most fruitful activity of the group, the correct composition of the group is also an important aspect. The wrong composition of a creative team ensures low efficiency even if it uses the most effective methods of ideas generating. Moreover, an important role in the team activities plays the distribution of participants roles, compliance with the rules inside the group and the place where this group works.

The following problems in the working process of a creative group can be identified:

1. Inappropriately selected composition of a group
2. Violation of conduct rules of conduct in a group
3. Conditions unsuitable for the creative activity of a team
4. Using inappropriate methods of generating ideas

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