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## **BRAINSTORMING AS A FORM OF COLLECTIVE PROBLEM SOLVING**

Brainstorming is one of the most effective methods for creating a variety of ideas and decision-making. The method is very popular and practical use. "Storm" continues to be used in various forms in the business decision-making, management, education and government. Therefore, in the study discusses the theoretical material on the subject and its practical implementation in the educational process.

To this end investigated the method of brainstorming as a form of group creative thinking. Different ways of this method are proposed In the article.

Indicated, that the method was proposed by Alex Osborn. The interpretation of this concept is posted.

Various ways of method and its stages proposed by scientists are submitted. Selecting the method depends on the nature of the problem, the creative team, time for solving the problems and circumstances.

Attention is paid to the fact that the method helps to be active participants in the communication, generate a lot of ideas in a short period of time.

Brainstorming stages and characteristics of them are posted in the article. Examples of modification of the method - "massive brainstorming," "reverse brainstorming", "double brainstorming" – are presented.

Particular attention is paid to the implementing rules of brainstorming: ideas expression without interference should occur, even if they initially seem to be absurd and inappropriate; suggested ideas can not be justified at the stage of declaration; expressed ideas can not be commented (applies equally both organizers and other participants of debates); after expressing ideas can be justified for solving the main problem; expression of ideas (thoughts) can be written and anonymous; all expressed ideas should be registered in details.

Remarked that every expert should be able resolve issues that arise in his workplace. It is necessary to know the various ways and methods to solve problems and apply them. Deep theoretical knowledge, practical skills on the subject will help

current students in their future careers. So further methodological work on definite problem is planned by expansion and implementation of the theoretical material in the learning process.