

Brainstorming

Description

Brainstorming is a group creativity procedure which takes place in order to find a conclusion for a specific problem by gathering a list of ideas spontaneously contributed by its members. People are able to think more freely and they suggest as many spontaneous new ideas as possible. An efficient tool to analyze ideas and note down their related topics is mind mapping. When brainstorming ideas and trying to find innovative solutions during meetings, a mind map can break down complex problems into simpler and easy to follow formats.

Level ★☆☆☆☆

🕒 15-60 mins

👥 3-20 people

Materials & Prep

Post-its (square)

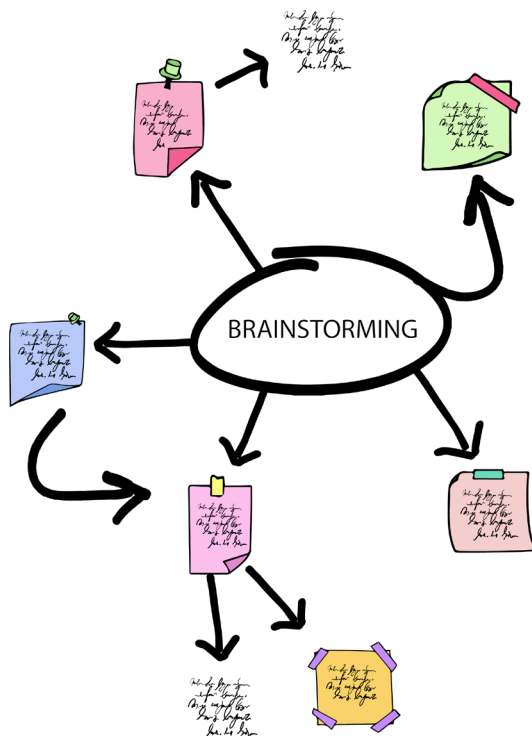
Pens (bold)

Board or wall space

Access Online Toolkit



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Case Study

Following the steps provided, a team of academics in a brand new department has been able to discuss how to create a strategic plan for the new department as well as how each individual understands the evolution and direction of the department. The president of the department identified that there are different views and directions and while initially everyone thought they see the department in the same way, it has become evident that there are different opinions. However now that all the different directions have been noted down the team can easily decide where they need to focus, how and when.

Process

Step 1. Introduce the a target problem/brief to the participants and the steps of this activity: a) individually writing on post-its for a period of 5-15 minutes, b) one-by-one reading aloud what they have written down, c) facilitator collects post-its

Step 2. Remind participants to refrain from judgment/criticism during the reading of ideas. They can ask clarifying questions.

Tip! Encourage weird and wacky ideas, even during the 'reading ideas' time – Ban killer phrases such as “too expensive”, keep the floodgates open so everyone feels free to blurt out ideas (provided they're on topic).

Step 3. Aim for quantity – Remember, “quantity breeds quality”. Ask from participants to write down as many ideas as possible. Give additional time even if they feel they are done.

Step 4. Give participants 5-15 minutes to write down ideas to solve/address the target problem/brief.

Step 5. Ask participants one-by-one to read aloud what they have written down.

Tip! You can follow up with the categorisation / affinity mapping activity