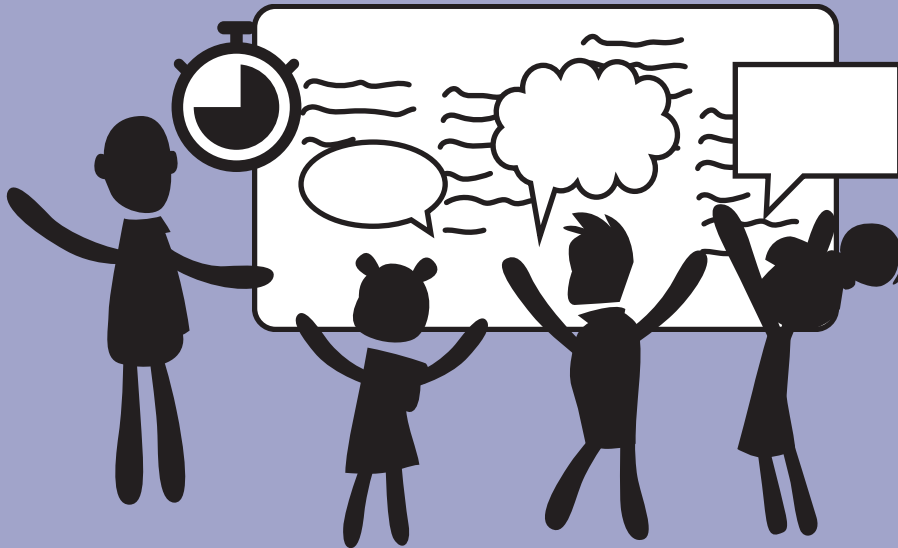


IDEATION METHOD: 36. BRAINSTORM



36. BRAINSTORM

This is a classic ideation method that can help you develop multiple ideas with other people quickly. The important thing here is to avoid criticism and keep an open mind towards all ideas and suggestions. It is important to have a responsible person as a facilitator to keep the energy and motivation high and to respect the time limit. A fun twist to the exercise is to do an "inverse brainstorm" where ideas for creating really bad solutions or to enhance problems are ideated. This creates lots of fun and laughter and often reveals relevant aspects of an issue. It is also a good warming up exercise!

Materials needed: Pens and paper post-it notes or a shared online digital board e.g. padlet.

Time required: 30 minutes.

How?

1) Appoint a person responsible for keeping time and for collecting/posting all the ideas on a blackboard or piece of paper.

2) Write the challenge down in a place for everyone to see.

3) Respect these rules and explain them to all participants: everybody must speak up, keep ideas coming, the more unusual the better, the more the better. Be playful and encourage one another, and do not criticise each other's ideas. Build on the ideas and listen to one another.

4) Decide on a time frame, 30 minutes max. Then start!

5) Everybody states their ideas, and the facilitator writes them on a shared piece of paper or puts them on post-it notes or on an online digital board for all to see.

6) If the rules are not respected, take a break and get back on track.