

3 STEP BRAINSTORMING SESSION

TIMING

- » 8-10 minutes. Use a timer.

OBJECTIVE

- » MANY new ideas. Creative, crazy, interesting, innovative or tried and true.
- » Rules: No arguing, no dismissing an idea, no judgment, no solving, just generate a lot of varied ideas. Build on other ideas, add to the list - don't debate or solve.
- » Requires: Flip charts, white board or digital file.

SETUP

- » We aren't looking for the "best" answer - we are looking to generate new thoughts, new ideas and new perspectives.

1 min	Identify the question <ul style="list-style-type: none">» Initiator of brainstorm asks a clear question - with minimal context - What will our new and creative ideas focus on?
1 min	<ul style="list-style-type: none">» Each person writes down their own immediate thoughts, ideas or words.
5-7 min	<ul style="list-style-type: none">» Set the timer for 5, 6 or 7 minutes (whatever time remains).» Moderator: Go around the group, inviting each member to contribute a single idea. Do a few rounds, inviting each member to contribute. Then throw it open for 'random' contributions - say out loud what comes to mind.» All: no repetition, contribute something you wrote (or think of now), contribute a new idea or add to an existing idea; change it, combine it with another idea, be silly, be ridiculous. Listen, and contribute when something pops into your head.» Group generally self-moderates, but the Moderator can make space for someone who is not being heard or is talked over.» Generate LOTS of ideas and capture them on a flip chart, white board or digital file. Make a list or use "mind mapping" technique if useful (start in the center and add to ideas that might have connection).» When time is up (or when the group runs out of ideas), then stop.
1 min	<ul style="list-style-type: none">» Invite anyone who is interested to photograph or share the results.» Give the paper (if on flip charts), or send the file, to the person who requested the brainstorm.

