Group Brainstorm

Design Method . Designing

The group brainstorm activity is for teams generating ideas to any given question or problem. It focuses on the notion that everyone should have a say and there are no right or wrong answers.

1.   Give each team member pens and sticky notes or strips of paper. Write down the brainstorming question to be answered on a wall or large sheet of paper. Ensure the question is relevant, clear and open-ended.

2.   Ask each team member to write/draw a wild idea and place it onto the brainstorming wall. This acts as an ice breaker and reiterates the point that wild ideas are welcome, whereas judgement is not.

3.   Each team member should then spend a set time developing their own ideas - going for quantity over quality. Ask team members to place their ideas onto the brainstorming wall and describe the idea as they place it.

4.   As a group, ask questions and add to each other's ideas. Any questions, comments or additions to ideas should be strictly positive. There are no wrong answers in brainstorming.

5.   Group similar ideas together and devise a strategy to evaluate the brainstorm, in view of selecting key ideas to take forward.

This activity can also be completed using digital apps/tools.