

Brainstorming 101

Free your mind

Today's topic to focus the brainstorming on will be:

"Insert brainstorming subject here (Be specific)."
(Hand out pens, paper and post-it notes to all participants.)

There are a few simple yet important rules to basic brainstorming facilitation.

1. Defer judgement

(put down that shotgun this is not skeet shooting with ideas)

2. Encourage the wild side of your mind

(dark horse and left field idea)

3. Build on each others ideas

("I like" + comment or "I wish" + new perspective)

4. Stay focussed

(It can be easy to drift so bring it back.... squirrel!)

5. One at a time

(One conversation at a time please, respect builds trust)

6. Visualise it

(use flip charts, post-its, doodles etc.)

7. Quantity quantity quantity!

(Quality CAN come through quantity)



Other ways you can try brainstorming included role playing with persona's i.e. The six thinking hats model. You can also try the double up method, where each member starts with the same concept and after a period of ideation you must go from 1 to 2 person teams, then from 2 to 4 etc. until you have accumulated ideas that have been shaped, filtered and modified by all. You may also wish to then cluster your ideas into themes/groups etc. on whiteboards or flip charts. Finally remember that you are brainSTORMING not merely brain thinking :-)



Tools:

Project Canvas Model

University

Influence?
Expectations?



Input

Influencers / Resources (Funding)

Where and how do you get your funding?
How does it influence what you do?
What other external factors influence your activities?

Strategy

What does the Project try to achieve?

Output

Measurable indicators

What are the measurable or tangible outcomes?
What are the outputs to industry / society / university?

Stakeholders

Resources / Users / External

Who are the people and or groups creating activities?
Who takes part? Who uses the space?
Who has vested interest in the Project?

Vehicles

Tools / Activities

What activities / Courses / Programmes etc. run in your Project?
How do you communicate the strategy to the stakeholders?
What are the other vehicles you have for achieving your goals?