Brainstorming

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Overview

- What is brainstorming?
- Goal of brainstorming
- Getting started
- Brainstorming process
- Final remarks

What is brainstorming?

- Semi-structured group session
- Generating ideas
- Stimulating creativity
- Lead by a facilitator

Why brainstorming?

- **Suitable for:**
  - New ideas, products, services
  - Vision development
  - Solution of problem
- **Not suitable for:**
  - Decision making
  - Emotional problems
  - Motivation (prerequisite, not goal)

- **But: no guarantee for big ideas**

Getting started

- **People**
  - 8-10 participants
  - Invite others, non-team members
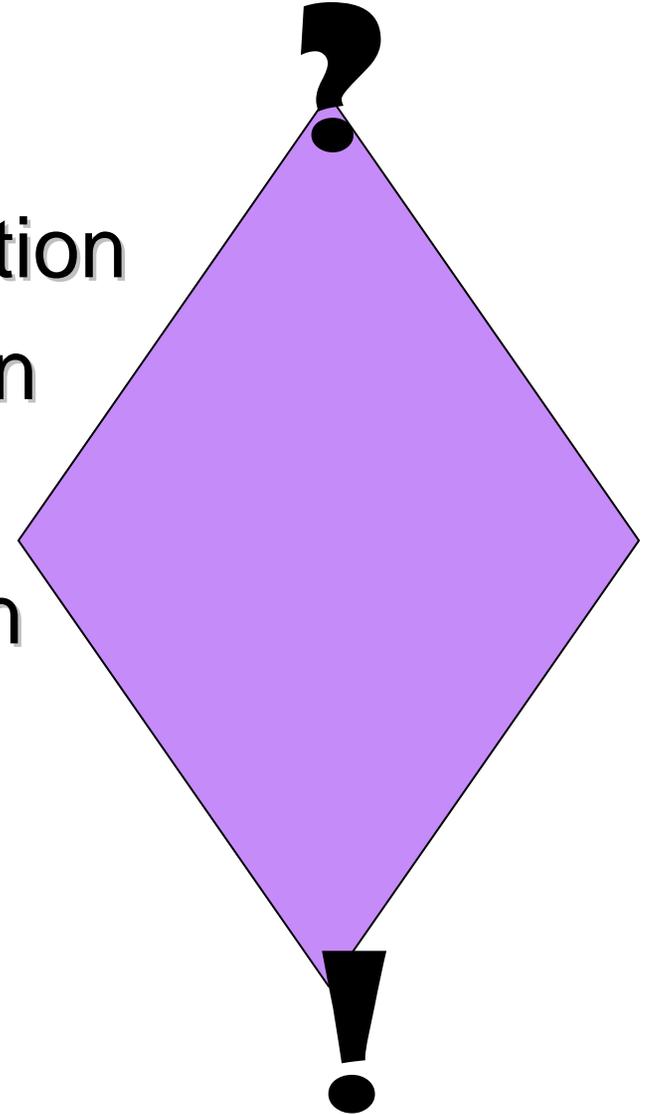 - Facilitator, note taker
- **Room, materials**
- **Time**
- **Rules of the game**
  - No early criticism
  - No hierarchy
  - No competition

Process of brainstorming

1. Problem definition
2. Idea generation

(coffee break)

3. Idea evaluation
4. Follow up

1. Problem definition

- **Specific, concrete question**
  - Open (How can we…)
  - Short
  - Ambitious
  - Positive
- **Explain, give context**
- **Reformulate if necessary**

2. Idea generation (1 of 2)

- First (logic) ideas
- Deviators
  - Opposite: *What is the worst web design?*
  - Challenge: *How can we increase sales with 80% (instead of 10%)?*
  - Ideal situation scenario

- No criticism allowed!

2. Idea generation (2 of 2)

- **Stimulators (creative triggers)**
  - Presuppositions, associations
  - Nature
  - Metaphors
  - Super hero
  - Trends

- **Quantity is key**

3. Idea evaluation

- Suggestions:
  - Select with matrix
  - Combine
  - Cluster
  - Set up criteria, weight ideas

- Don't throw away goofy ideas too soon

4. Follow up

- Who will work out the selected ideas?
- New session necessary?

- Critical step for success!

Final remarks

- **Brainstorming as part of a bigger plan**
- **Everybody is creative**
- **Warming up**
- **Silence**
- **Individual brainstorm**