


# BRAINSTORM

## WHAT

Basic participatory tool to generate new ideas and find solutions to problems. By doing this in a group you create a shared vision.

## WHEN TO USE

- **Stage(s):** Preparation & setup, prototyping, commercialisation & scale-up
- **Goal:** Engage stakeholders, Interrogate existing knowlegde, create new knowledge & ideas, think ahead & find solutions to address challenges/problems
- **Type:** Participation & co-creation tool
- **Time & Effort:** 1 - 2 hrs 

## HOW TO USE

- Appoint a facilitator before the brainstorm.
- Online: use tools like MIRO or Lucid spark. Offline: provide pens and post-its. Make sure everyone can see all ideas.
- Compose the group (5 to 7 participants) and make sure it is diverse
- Define the problem you want to solve & stress that there are no bad ideas, feasibility is not important
- Give people time to generate as much ideas as possible on their own
- Ask everyone to share their ideas
- Start a group discussion on the ideas but don't follow one train of thought for too long
- Only at the end: evaluate the ideas

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## STRENGTHS

- Fun and informal method to gather a lot of new perspectives
- Increases support for the solution because everyone contributed
- You can leverage the full creativity potential of the group by building on each other's ideas
- Brainstorming can be complemented with lot's of techniques for specific situations

## WEAKNESSES

- Challenging to involve all participants also more introverted
- Be carefull not to stifle creative ideas that seem unrealistic
- Brainstorming in group means you can't follow your own train of thought and this might block your ideas

Source: Mind Tools Brainstorming - Creativity Techniques from MindTools.com