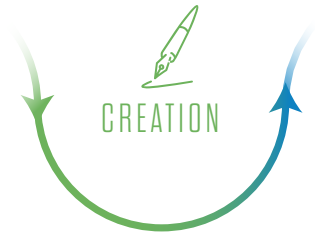


# 18. BRAIN-STORMING

*Brainstorming is a group problem-solving and creativity technique, in which a group of people uses their collective intelligence to approach a known problem or opportunity.*



**PREPARATION:**  
up to 15 minutes

**DURATION:**  
30 - 45 minutes

**FACILITATORS:**  
1 per workshop

**RESOURCES:**  
Pens, Post-its, a large sheet of paper or whiteboard

**PARTICIPANTS:**  
3–10 per workshop, design team, partners, community members

**EXPECTED OUTCOME:**  
Many ideas

**DESIGN PHASE:**  
Creation

**TEMPLATE OR GUIDELINES:**  
Use the IDEO Brainstorm Rules

*Brainstorming combines a relaxed, informal approach to problem solving with lateral thinking. It encourages people to come up with thoughts and ideas that can, at first, seem a bit crazy. Some of these ideas can be crafted into original, creative solutions to a problem, while others can spark even more ideas.\**

## 1. START:

State the selected “How Might We” statement or a sub-focus area of it.

## 2. IDENTIFY:

Based on the HMW statement or the sub-focus area, define the criteria and select suitable group of participants. Aim for diversity among participants. Then, decide what are the central themes to start generating ideas.

## 3. PREPARE:

Organize a meeting with the selected participants, and gather the necessary resources and supplies. Think about what expectations will be set up-front, how you will start and end the workshop, and how much time participants are expected to dedicate to this activity.

## 4. CONDUCT:

Give to participants pens and Post-it notes and have a wall or whiteboard on which to stick them. Make sure everyone reads the Brainstorm Rules before you start. Present the challenge or opportunity to the participants, and write the question you want the group to answer on the wall or whiteboard. Then, guide the discussion. As each person has an idea, have her/him to put it on the wall or whiteboard, and then describe it to the group. Generate as many ideas as possible; never less than 20 ideas.

## 5. REPORT:

Write up your key outcomes (list of ideas) from this exercise. Make a short summary that includes your key findings.

