



Brainstorming / Brainwriting

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Content

1. How many of you heard of...
Brainstorming/Brainwriting
2. When to use what?
3. Approaches / Methods
4. Learning by doing
5. Pros and Cons
6. Applications
7. Recap and Conclusions
8. Questions



1. How many of you heard of...

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How many of you heard of...

Brainstorming

Storming
Noise, With mouth

Process

Brainwriting

Writing
With hand, not mouth

Process

get ideas

1953

Alex Faickney Osborn
published "Applied
Imagination"



1968

Bernd Rohrbach
developed 6-3-5 method

1972

Horst Geschka
conducted study at Battelle-Institute,
Frankfurt – introduced 'Brainwriting'

Definitions

BRAINSTORMING



Process for generating *creative* ideas and solutions through *intensive and freewheeling* group discussion

Brainwriting



Process of creating *multiple* ideas at the *same time* in a group thinking exercise where ideas are *written down*



2. When to use what?

When to use it

Brainstorming

- ✓ Useful when new ideas is required
- ✓ A solution cannot be logically deduced
- ✓ Information needs to be gathered in one place
- ✓ Bind a team together

Brainwriting

- ✓ Useful with “shy” target group and unlikely to offer many ideas in an open session
- ✓ Useful when everyone has different problems that they want to solve
- ✓ Works well with large groups - no real limit to the group size



3. Approaches / Methods

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Approaches / Methods

Brainstorming

1. Preparation

- Set the problem
- Create a background memo
- Select participants
- Create list of lead questions

2. Conducting session

- A warm-up session
- Facilitator presents problem
- Facilitator asks for ideas
- Idea collector records
- Ideas are categorized and tidied up

3. Evaluation

Brainwriting

1. 6-3-5 method

- 6 participants, 3 ideas per participant, 5 minutes per round

2. Pool Method

- Participants take new sheet from pool, add ideas and put back for new sheets. No rounds

3. Idea Card (Pin Card)

- Circulating cards while adding new ideas

4. Electronic method

- Methods above adapted by emailing sheets around or posting onto a website



4. Learning by doing

Learning by doing – Rules of the games

Brainstorming

Video



Brainwriting

We need

1. Group members – YOU
2. Moderator – US
3. Post-On-It

Dos

1. Write your ideas on Post-On-It
2. Raise your hand for posting
3. Stop when time off

Don't

No discussion

Learning by doing – Problem for Brainwriting

Problem 1

Christmas is coming!!!

Kadewe is running out of ideas how to
window dress...

Problem 2

Malvis is going for Halloween party.
Could you give ideas of how she would
dress up?

Learning by doing – Games Problem Example

Problem 2 : Malvis is going for Halloween party.
Could you give ideas of how she would dress up?

| | | | | |
|---------|-------|--|--|--|
| Witch | | | | |
| Sam Kok | | | | |
| | | | | |





5. Pros and Cons

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Pros and Cons

Brainstorming

- Encourages creativity
- Relatively easy to understand
- Info gained can be used for various strategies
- “Blocking”-only 1 person can speak at a time
- Evaluation Apprehension
- Personality Face Off

Brainwriting

- No competition, equal chance
- Ideas are visible and can be easily scanned to trigger new ideas
- Anonymous, more freedom
- More concentrated, creative way
- No discussion time, more productive



6. Applications

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Applications

Brainstorming

Top Picked Coolest
Brainstorming application
sites

▶ www.imaginationcubed.com

▶ www.bubbl.us

▶ <http://mind42.com>

Brainwriting

- After-Seminar-Feedback form (or workshop, training etc)
- Marketing research
- Advertising agent



INVITE A FRIEND

DRAW WITH FRIENDS TOOLS FILE REPLAY UNDO CLEAR SEND

Brainstorming

✓ Happy Sunday ☺

bubbl.us
brainstorming made simple

Please sign into your account or click to start brainstorming below.

Username

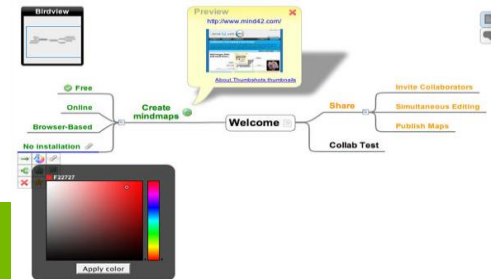
Password

 Remember info

[Forgot username / password](#)

New Users: click to start a new brainstorming session

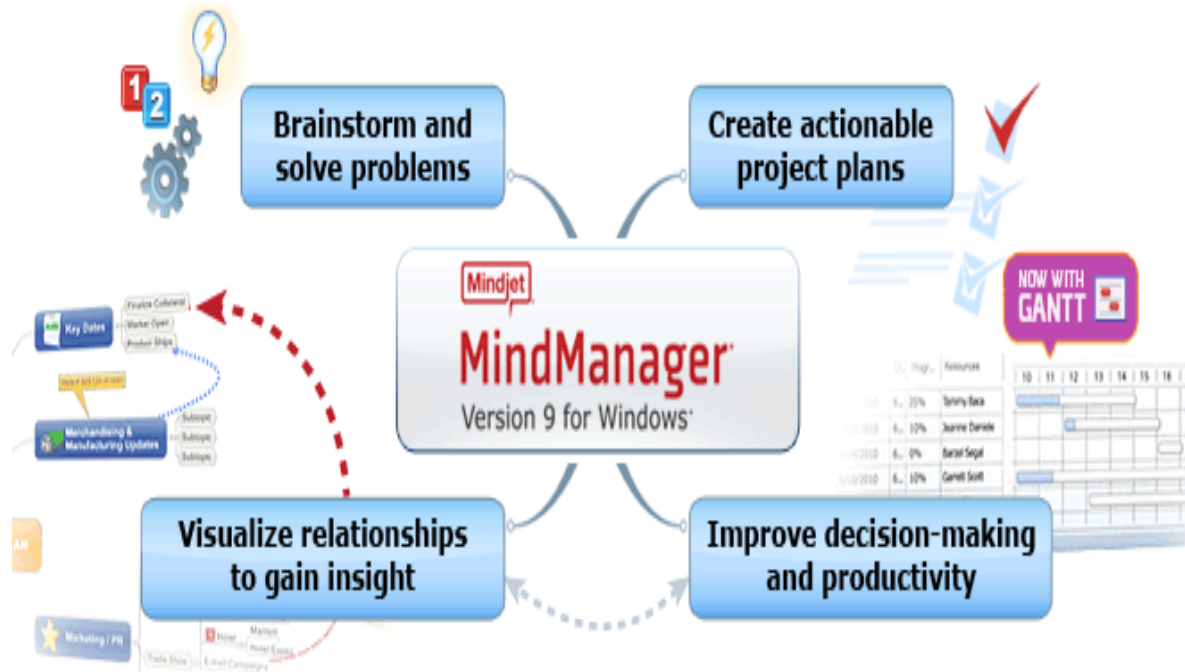
**Start
Brainstorming**



Applications

Brainstorming

Visualize Your Information to Get Work Done





7. Recap and Conclusions

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Recap and Conclusions

| Golden Rules | Innovation Culture Features | Brainstorming | Brainwriting |
|---------------------------|--|--------------------------------------|------------------------------|
| Focus on quantity | Openness, Free space | Avoid judgement | Allow anonymous |
| Withhold criticism | Open communication | During ideas evaluation | |
| Welcome unusual ideas | Conflict and Risk Awareness/ Tolerance | Facilitator plays an important role | Written paper enable tracing |
| Combine and improve ideas | Personnel Development | All level Organisational Development | |



8. Questions

Sources and References

<http://creatingminds.org/tools/brainwriting.htm>

<http://en.wikipedia.org/wiki/Brainstorming>

http://en.wikipedia.org/wiki/6-3-5_Brainwriting

<http://www.youtube.com/watch?v=qHUI8ReXVvc&feature=related>

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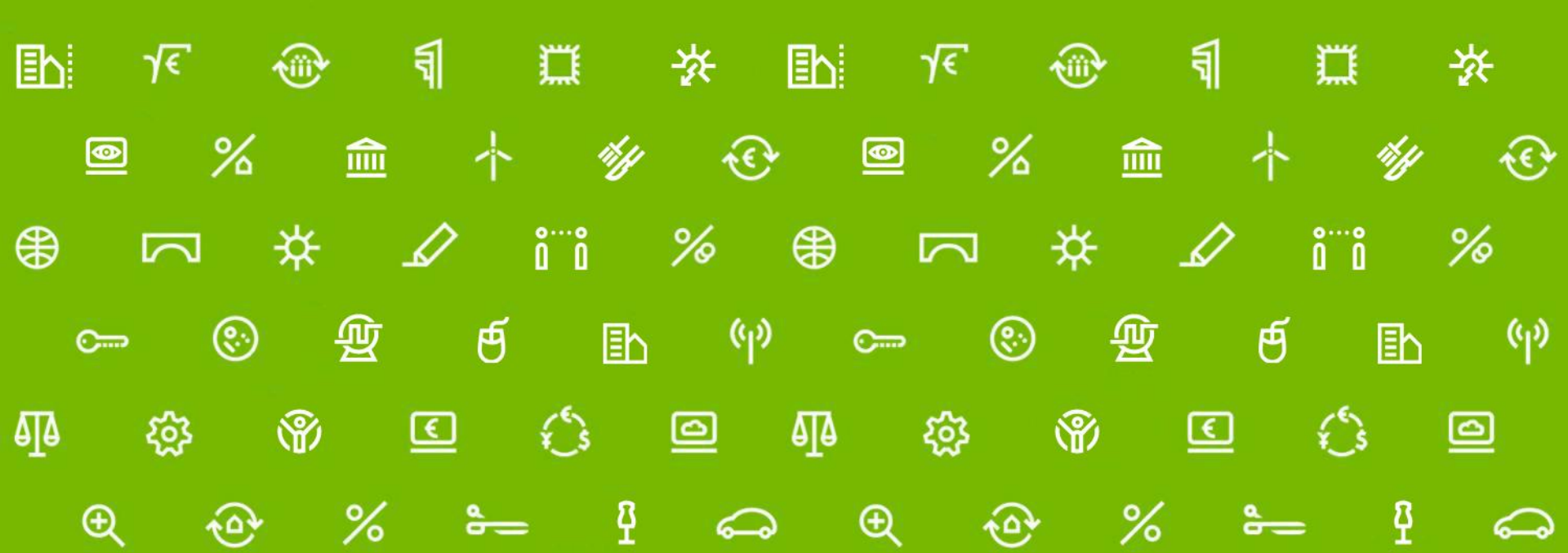
<http://litemind.com/brainwriting/>

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<http://mind42.com>

<http://www.mindjet.com/>



Thank You



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