

Group size:

The optimal group size is between 6 and 12 persons

Aim of the Method:

This creative group method aims to generate ideas or to solve some problem or a question.

Level of Participation:

High

Type of Method:

Idea collection

DESCRIPTION

- ▶ The participants can sit in a circle or in any other classroom setup. The classroom setup can be changed according to type of target group.
- ▶ A **moderator** is chosen, which will lead the discussion and keeps all the ideas and results, that have been collected.
- ▶ All participants contribute ideas to the topic
- ▶ There are different ways to document the results, one is given as an example: The participants write their ideas about the topic on cards and place them on a pin- or magnet board.

TIPS FOR THE USERS

- ▶ Every idea is useful to gain a new perspective. There are no “wrong ideas”.
- ▶ All the ideas, of every participant, will be regarded.
- ▶ Breaks should be used to organize/sort thoughts.

GOOD TO KNOW:

- ✓ The different options of brainstorming can be adapted to each group.
- ✓ Often used as a basis for other creative methods.