

## BRAINSTORMING

*Brainstorming is the rapid co-creation of ideas. It is used to tap into a collective body of knowledge and creativity and to foster innovation.*



**Estimated Timescale:** 1 Hour

**Materials:** Pens, Post-Its, a large sheet of paper or whiteboard

### Who should be involved?

Anyone - cultural heritage professionals, designers, technologists etc.

### Why should you use this method?

If you are willing to explore creative ideas and to come up with novel ideas.

### STEP 1 (ADVANCE PREPARATION)

- Prepare a large piece of paper, wall or whiteboard on which to collect all the Post-its post-exercise.

### STEP 2

- Provide everyone with materials - pens and Post-Its
- Have the facilitator pose the question or prompt the group what to answer.

### STEP 3

- Each person jots down on post-its their ideas. Encourage the participants to generate as many ideas as possible.

### STEP 4

- Have each person describe to the group the idea as they place it on the wall or board.
- Encourage the others to share their thoughts on the ideas and to build on the ideas.

### WHAT NEXT?

- The results of the brainstorming can be used as inputs into the design of future products, services or experiences.

### Tips for successfully carrying out this method

- If the means to do so are available, write down the question (on a whiteboard, for example) so that it is visible to everyone throughout the exercise.
- The best approach when brainstorming is to promote openness, lots of ideas, and creativity over immediate feasibility.
- Brainstorms work best when the group is positive, optimistic, and focused on generating as many ideas as possible.