

BRAIN WRITING

↔ BREADTH

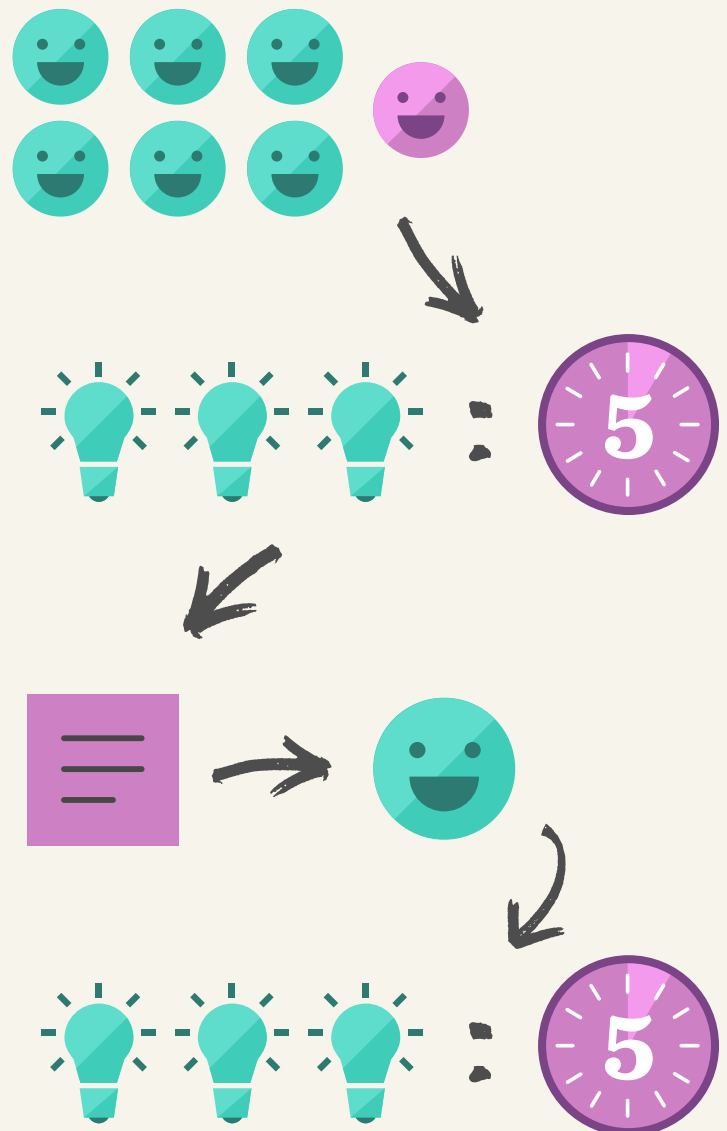
30 MINUTES

⦿ LARGE GROUP

Building ideas by the bushel.

Brain writing is a brainstorming solution that uses the power of a group to generate a large quantity of ideas. Here's one way to get started: simply identify a moderator, gather six participants with paper and pens/pencils and follow these simple instructions:

1. Gather your participants together in a room, along with your moderator.
2. Identify the topic you want to solve for and have each participant jot down their thoughts/solutions on a Post-it® Note.
3. After 5 minutes have passed, hand your thoughts over to one of the other participants. Someone will hand you his/her thoughts as well.
4. Read through the ideas you received and use them as a starting point to generate an additional three ideas inside of five minutes.
5. Voila! After six rounds/30 minutes, your group will have generated 108 ideas...and will probably need a cold pitcher of water.



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