General Topic:

This is going to be the general topic of your brainstorming project. The general topic is meant to be very broad and should not be thought as of the title of your brainstorming. Instead, the general idea of your topic should be thought as a topic that all of your ideas are going to relate to. The purpose of generating the general topic first is to keep your ideas concentrated to a specific area. A few examples of brainstorming topics are: Education, Fitness, Nutrition, Business, Political Issues, Media, …

Four Thoughts:

In this section you are going to list four topics. The topics that you list should be general categories that your ideas could fall under. The purpose behind this section is to encourage thinking of this topic. In other words, these thoughts should get ball rolling on how you want to approach your topic. This section is going to be timed to encourage a quick free flowing stream of ideas; however, you feel pressured by the timer, you can always turn it off. For example, if your general topic was education, your four thoughts could be Teacher Student Interactions, Group Projects, Office Hours, and Test Prep.

List Related to General idea

Here, you will be listing thoughts or actions that correspond to your general topic. These thoughts or actions should be bite sized. Bite sized means that your notes should be short, concise, specific and easily digestible. All of your bite sized notes should be related to the general topic. If you are having trouble coming up with bite sized notes try to relate them to the four thoughts that you came up with; however, it is perfectly ok and even encouraged to come up with bite sized notes that do not relate to your four thoughts. This section is also timed. The timer encourages the rapid flow of ideas, but no consequences occur from running out of time.

Grouping and naming

In this section you are going to be grouping your bite sized notes together. To do this, group ideas that have a similar themes or relate to each other. Each group should have now more than ten notes in them and no fewer than two. It might be helpful to start out by creating large groups and break them apart into smaller groups as you see fit. Any leftover ideas will be trashed once you are finished with this section; however, we encourage you to use all of your ideas and to create as many groups as possible.

Grouping Groups

Here, you are going to be grouping together the groups you made in the previous section. When you are grouping groups together you should be mindful of how each group relates to each other and how you would like to divide them up into different categories. Grouping your groups together is helpful because it allows you to see connections between ideas and notes that you might not have seen otherwise. It is also helpful because it allows you to organize your data in a clear and clean matter.