

4-3-5

4 people - 3 ideas - 5 minutes will give you 108 ideas built on each other





PURPOSE

With the 4-3-5 method, you can easily create a lot of ideas and encourage participants to build ideas off of each other.

SETUP







INTERMEDIATE

STEPS

1 Start brainstorming (30 min)

1HOUR

2 Cluster and vote (30 min)

TIPS FOR MODERATION

If you have to cut time, give three minutes instead of five minutes in the first round of brainstorming. Make sure to have enough time to read the existing ideas.

1. Start brainstorming (30 min)

