

Using Physical Aids (Sticky Notes & Whiteboards)



KEY LEARNINGS: USING PHYSICAL AIDS (STICKY NOTES & WHITEBOARDS)

1. Why Use Physical Aids in Brainstorming?

- Simple tools like sticky notes and whiteboards enhance creativity, collaboration, and organization.
- Commonly used by Google, IDEO, and other innovative companies to facilitate idea generation.
- Help externalize thoughts and make brainstorming interactive and engaging.

2. Sticky Notes: The Power of Small Ideas

- Write one idea per note and stick it up for visibility and easy rearrangement.
- Helps sort and categorize ideas by grouping similar ones (e.g., "communication techniques" vs. "policy changes" in a customer service brainstorm).
- Encourages movement—team members stand up, place, and reposition notes, keeping energy levels high.
- Great for dynamic collaboration, allowing people to physically interact with ideas.

3. Whiteboards (or Flip Charts): The Ultimate Group Canvas

- Captures all ideas in one place, making discussions more structured and visible.
- Allows for spontaneous sketching, diagramming, or mapping (e.g., drawing a restaurant layout to improve service flow).
- Encourages real-time modifications and group participation.
- Can be photographed for records before erasing and continuing the session.
- Flip charts serve a similar function but allow for saving each page separately for reference.

4. Why These Tools Work

- Low-tech but highly effective—make ideas tangible and easy to interact with.
- Promote equal participation—everyone can contribute without needing to speak up.
- Visual organization helps teams see patterns, connections, and gaps in their thinking.
- Encourage creativity and engagement by making brainstorming active rather than passive.

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5. Key Takeaway

- Sticky notes capture individual contributions in a flexible, visual format.
- Whiteboards enable collective brainstorming and real-time idea development.
- Both tools make brainstorming sessions more interactive, organized, and productive.

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