Hello Brainstorm

Brainstorming and Ideation

- Changing Education Paradigms

- Sir Ken Robinson

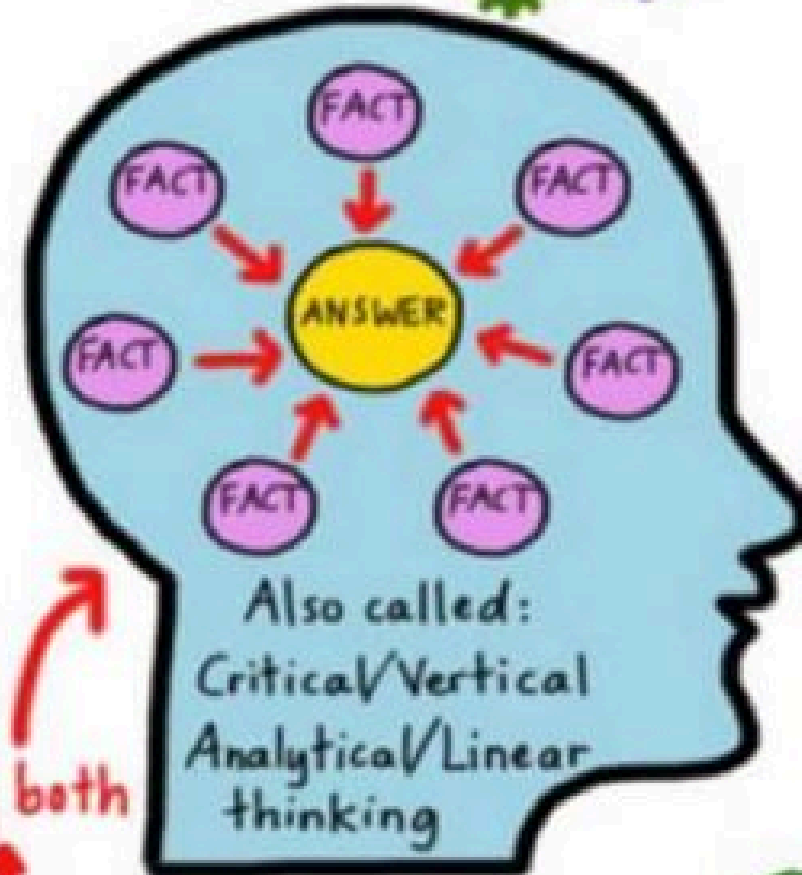- https://www.youtube.com/watch?v=zDZFcDGpL4U

Modes of Thinking

Divergent Thinking
Using imagination

Convergent Thinking
Using logic

Divergent Thinking — Also called: Creative/horizontal thinking (BRAINSTORMING)

Convergent Thinking — Also called: Critical/Vertical Analytical/Linear thinking
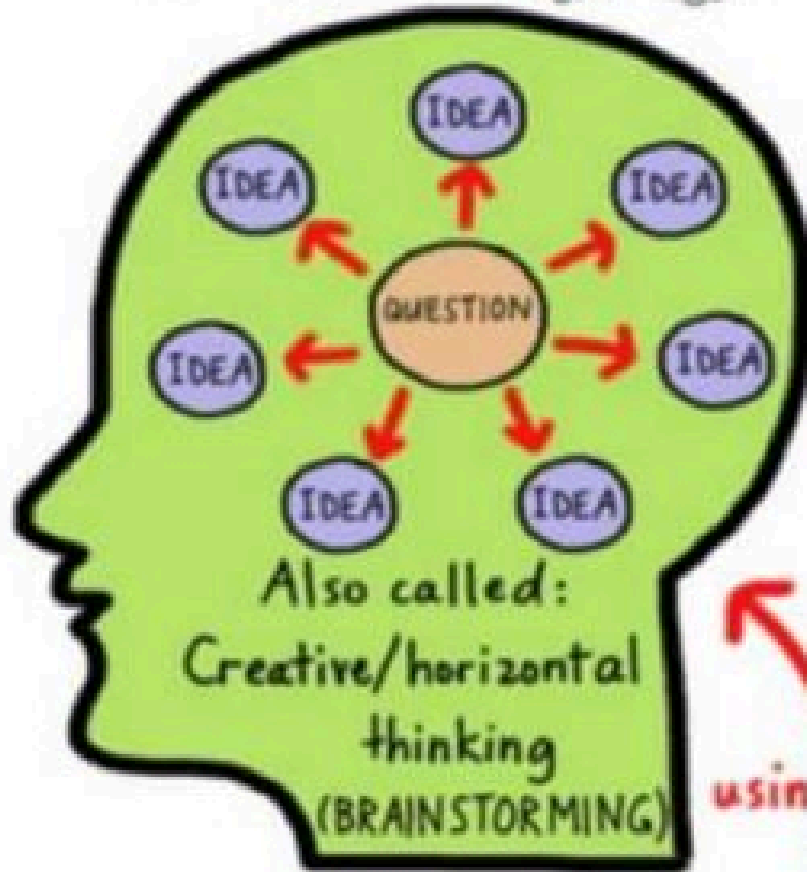
using both

Lateral Thinking: Thinking "Outside the box"

@sylviaduckworth

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Creativity

1. **Defer judgment** – separating idea generation from idea selection strengthens both activities.

2. **For now, suspend critique** – Know that you'll have plenty of time to evaluate the ideas after the brainstorm.

3. **Encourage wild ideas** – breakout ideas are right next to the absurd ones

4. **Build on the ideas of others** – listen and add to the flow if ideas. This will springboard your group to places no individual can get to on their own.

5. **Go for volume** – the best way to have a good idea is to have lots of ideas

6. **One conversation at a time** – maintain momentum as a group. Save the side conversations for later.

7. **Headline** – capture the essence quickly and move on. Don't stall the group by going into a long-winded idea.
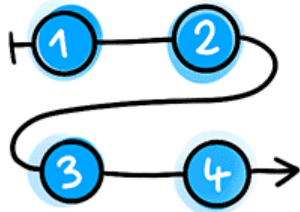
Brainstorming Techniques

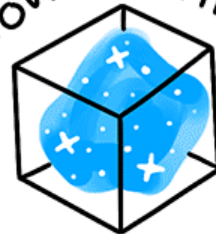The little known secret to BETTER BRAINSTORMING

Make it S.U.C.K.

structure
1 2 3 4

Uniqueness

constraint

kindness

*planio

The S.U.C.K. Method

Structure: Make your brainstorming sessions mirror the creative process

Uniqueness: Brainstorm for questions before you look for solutions

Constraints: Keep brainstorming sessions guided, on track, and intentional

Kindness: Make psychological safety your primary concern

More Methods

Question Burst: "Brainstorming for questions rather than answers makes it easier to push past cognitive biases and venture into uncharted territory. Yet lingering in a questioning mode doesn't come naturally to most people, because we're conditioned from an early age to just keep the answers coming."

Rapid Iteration: By pairing rapid ideation with another brainstorming technique called gap analysis will help you turn those ideas into a solid and clear plan forward.

Resources

https://plan.io/blog/brainstorming-techniques/

https://www.mindtools.com/brainstm.html

https://www.ideou.com/pages/brainstorming

Make Constraints

Make teams of pairs (make a case if you want to be three)

Expand Green City - Destroy Green City (Godzilla when too much energy)

Meet the **new hungry fish** in the aquarium - hunter or prey

Take the bouncing ball and other examples into a game - **multi-player pong**

Work on your ideas (**but make constraints**)