



## Brainstorm many ideas

It's hard to come up with great ideas out of thin air. Use this structure to generate lots of ideas more easily by using the intersections within a grid to spark new thinking, then move forward with only the most promising ones.

- 30 minutes to prepare
- **1 hour** to collaborate
- **4-10 people** recommended

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## Generate as many ideas as possible

Quickly introduce people to the columns and rows. Working silently and individually, move around the matrix and come up with ideas inspired by the intersection of a row and column. Move to a different intersection if you get stuck.

① 20 minutes

