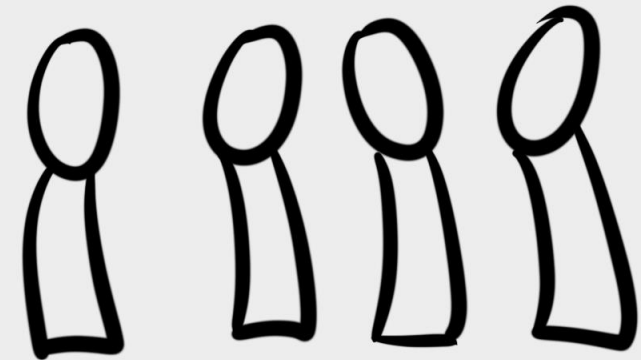
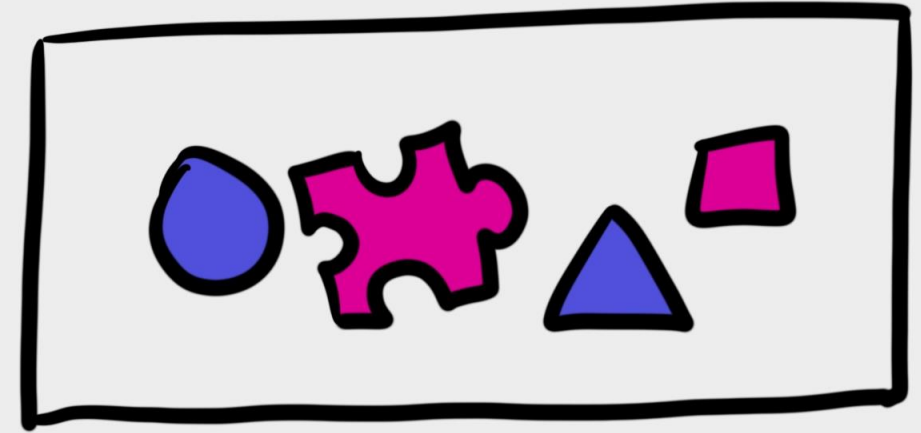
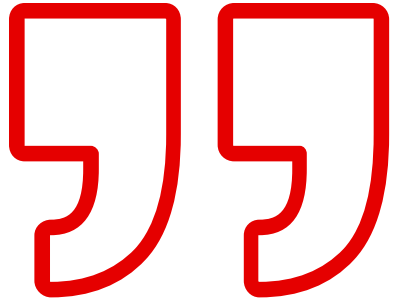


BA TECHNIQUE BRAINSTORMING

Tomasz Kuks

• June 2021



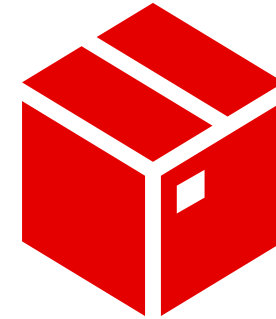
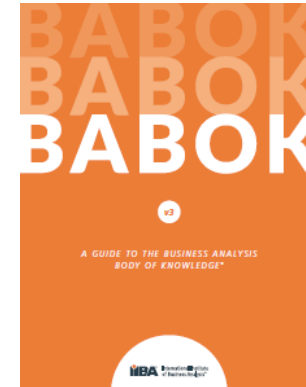


Build trusting teams.
Create safe environment.



Sources

- BABOK®



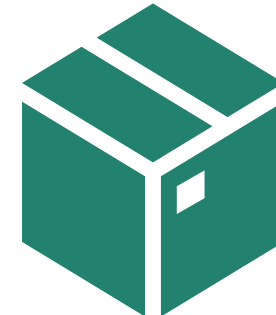
- One popular resource on Internet
 - Wework, “10 effective brainstorming techniques for teams”, [link](#)



Professional Development

Educational materials to support growing businesses

wework




Brainstorming



According to BABOK®

- Purpose
 - Foster creative thinking about a problem
 - Produce numerous new ideas, and to derive themes from them for further analysis
 - Team leaves feeling energized, accomplished, and excited for the next steps
- Description
 - Preparation
 - Session
 - Wrap-up
 - Follow-up
- Pros
 - Way to get many creative ideas
 - Non-judgemental environment
- Cons
 - Dependent on willingness and creativity
 - Easy to dive into debating and loose time



Tips for effective brainstorming sessions

- Set clear intention
- Allow preparation
- Invite new people
- Foster an inclusive, supportive, safe environment
- Do Follow up

~ **Benefits for team**

- Good for morale
- Brings creative ideas out to open
- Respect for diversity and different point of view

LOOK OUT FOR...

Unbalanced conversation. Individuals dominate the conversation

The anchoring effect. Participants converge on the first few ideas

Awkward silence. Participants are unprepared



Practice, example topics

- How to limit amount of litter in airplane after the flight?
- Alt: How to limit stress before going to the airport for a flight?
- Roles (10):
 - Keynote for the problem
 - Facilitator
 - Note taker 1 & 2
 - Team member 1, 2, 3, 4, 5, 6



Brainstorming strategies (facilitation) by *wework.com*

- **Brainwriting**

- Write an idea and pass it to neighbor to build off of the idea
- Eliminates: unbalanced conversation and the anchoring effect — by ensuring that everyone has the opportunity to contribute and eliminating the bias toward the first idea

- **Rapid ideation**

- everyone writes down as many ideas as possible in a set amount of time
- The time constraint can also prevent people from talking themselves out of an idea

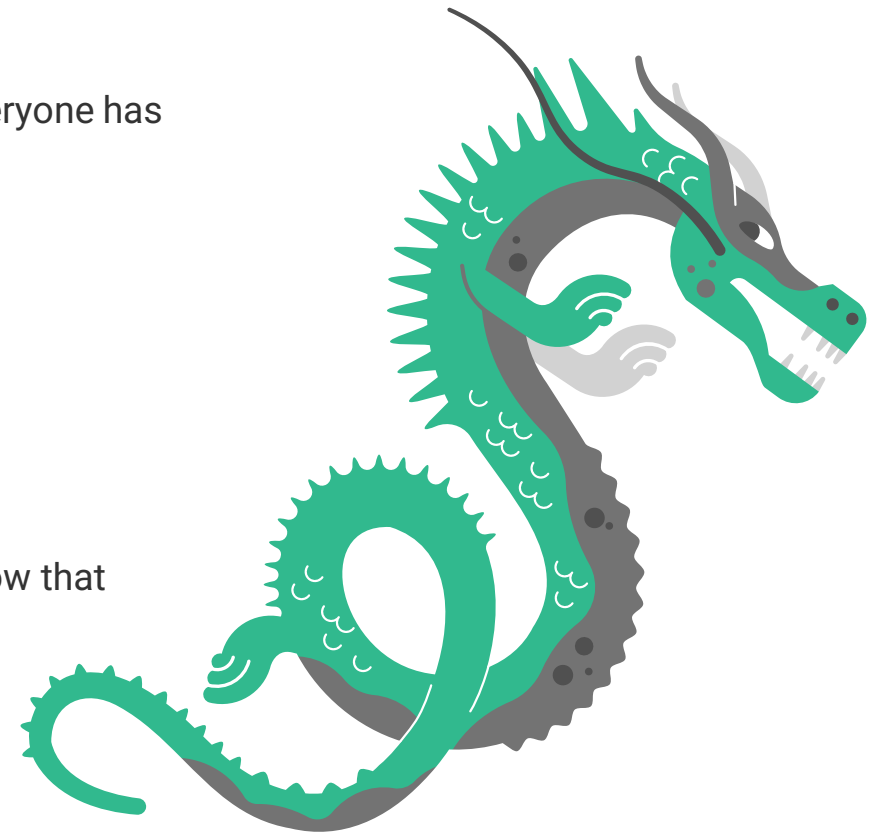
- **Figure storming**

- group picks a well-known figure, a fictional character or Chuck Norris, and discuss how that person would approach the problem or think about this idea

- **Eidetic image**

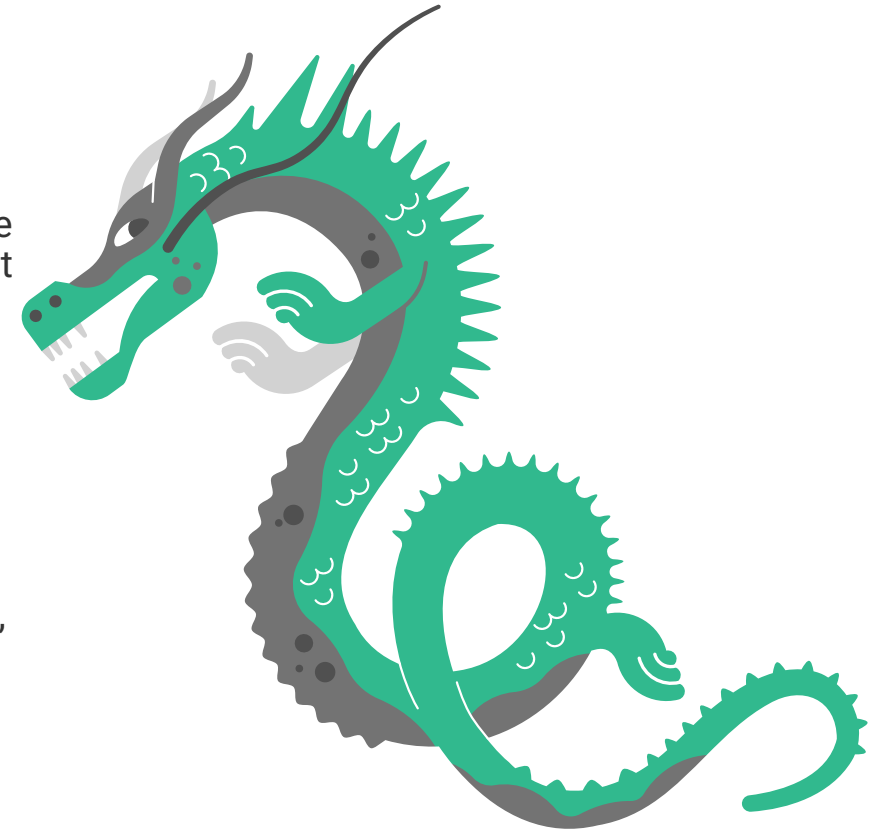
- Have the group close their eyes and clearly set an intention for what they will create

- **Online brainstorming, aka brain netting**



Brainstorming strategies by *wework.com*

- **Round-robin brainstorming**
 - the group has to make ideas with everyone around the whole room
- **Step-ladder**
 - Topic is introduced to the team, and then only two people stays to discuss for some time. Others come in one by one sharing their own ideas first and then discuss what was discussed before in the room
 - Takes time, not for larger groups
- **Starbursting**
 - Can be used for an idea that is already selected
 - create a six-point star around the idea, each point represents a question: who, what, when, where, why, and how
- **Change of scenery**
 - To spark creativity thanks to unique scenery or change of scenery i.e. office room changed to terrace or park



Practice, example topics

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