

How To's

BETTER BRAINSTORMING

Learning Outcomes

The goals for this How To are for you to be able to:

1. Learn how you can brainstorm better and more successfully.
2. Learn how you can brainstorm better with results for your team.

Shopping List

You will need:

- A open mindset.
- A pen.
- Post-it's.

Happy Learning!

The Doors Open Academy is about learning from and with each other! As Wichert van Engelen has said: "Many group sessions are called brainstorming, but they are not." Unfortunately, good brainstorming is not always as easy as you want.

That is why it is important to follow this How To, to learn how to brainstorm better as a team or as an individual.

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Brainstorm Facts

Brainstorming happens in two phases: diverge and converge.

- **Diverging** is getting as many ideas as possible on the table.
- **Converging** is sorting, criticizing, comparing and selecting ideas.

During brainstorming we use the right and left side of our brain to diverge and converge. Both halves help the process in order to reach an optimal result. It is important to spend enough time and give enough attention during both phases.

The Process

- 1 Explain what your question is.
- 2 Brainstorm with post-its.
- 3 Discussion - Questions and Answers.
- 4 Organise your thoughts and notes.

Brainstorm Do's

- Allow everyone to be in their own thought process.
- Don't shoot down ideas immediately.
- Focus on the benefits of the idea.
- Write everything down.
- Be curious.

On the next pages you can find 2 methods to help you and your team brainstorm: Post-It Cluster and the 6 Thinking Hats of de Bono.

#1: Post-It Clusters

Everyone writes solutions about a theme, question or idea on post-its.

The Process

- 1 Explain the topic/idea you want to brainstorm.
- 2 Distribute pens & post-its to everyone.
- 3 Explain that everyone writes 1 idea per post -it, and that they first keep it to themselves.
- 4 After 5 minutes, begin clustering. The first person states their idea, after which you ask the team who else has something to add to this. This way clusters form.
- 5 Summarize the outcomes of the various clusters.

#2: The 6 Thinking Hats of de Bono

In this method, each team member brainstorms through a different hat, for example:

- Factual
- Positive
- Intuitive
- Creative
- Negative
- Process

Often, the best decisions arise due to simply changing your way of thinking and looking at an issue from different viewpoints. "

Six Thinking Hats" can help when looking at problems from different perspectives, but avoid confusion from too many angles crowding your thinking by "wearing only one hat at a time.

The Process

- 1 Explain the topic/idea you want to brainstorm.
- 2 Assign each person a hat (factual, positive, intuitive, creative, negative, process).
- 3 Explain that each person needs to come up with ideas through the lense of their "hat". Write the various ideas down on post-its After 10 -15 minutes, switch roles.
- 4 Collect & summarize the outcomes of the various post-its

The Last Tips

Congratulations, you now know a little better how to successfully brainstorm with real results!

Make sure to keep practicing with these tips in mind - **practice makes perfect** and is important for improvement.

Here are some tips to keep in mind:

Withhold your judgement.

- 1 Build on each other.
- 2 Go crazy with your ideas .
- 3 Quantity over Quality.
- 4 There are no bad ideas.

Extra Inspiration

GoodHabitZ Module: "Better Brainstorming"

Article: [Tips for Leading a Brainstorm](#)

Video: [Brainstorming 'Rules'](#)

Website: [Doors Open](#)