



Instructions for various brainstorming techniques

Select the brainstorming technique(s) that best suit the objectives and dynamics of your co-creation session. Each technique has its own advantages and limitations, and its effective use depends on the specific context and goals of the session.

1. Rapid Ideation: Generating Ideas with Speed and Openness

Rapid ideation is a brainstorming technique that emphasises generating as many ideas as possible within a specific time frame, without engaging in discussion, critique or detailed elaboration. Follow these instructions:

Set the Stage

Clearly communicate the topic or challenge for brainstorming. Explain that each student will be contributing ideas individually.

Set a Time Constraint

Establish a time limit for the rapid ideation session. Choose a duration that encourages quick thinking and prevents overthinking. For example, you may allocate five minutes for individual idea generation.

Capture Ideas

Instruct each student to write down as many ideas as possible within the given time limit. Encourage them to think freely and expansively without judging or analysing the ideas. Emphasise the importance of speed and capturing every idea that comes to mind. Emphasise that the focus is on quantity rather than quality at this stage.

Group Discussion and Evaluation

Collect all the ideas and share them without judgment. Once all ideas have made their way around the circle, initiate a group discussion. Encourage students to share their thoughts, insights, and evaluations of the ideas. Together, decide which ideas are the most promising and deserve further exploration.

Advantage

Rapid ideation promotes creativity by generating a large number of ideas within a short timeframe, expanding the range of possibilities and encouraging innovative thinking. The time constraint creates a sense of urgency, stimulating creativity and preventing premature judgment. This fosters an open and inclusive environment where students feel encouraged to share their ideas without self-censorship. By separating idea generation from critique, rapid ideation allows ideas to develop and transform over time which promotes a more exploratory mindset.



Limitations

Rapid ideation focuses on quantity rather than quality, which means that ideas may not be fully developed or explored during the initial session. Due to the rapid nature of ideation, there may be instances where multiple participants generate similar or overlapping ideas.

Effective Use

Rapid ideation can be effective when generating a broad range of ideas at the start of a co-creation session, allowing for a diverse pool of concepts to work with. It is valuable when time is limited and a quick burst of creativity is needed to explore various possibilities. It can be particularly useful when addressing complex challenges or seeking innovative solutions that require "outside the box" thinking.

2. Brainwriting: Collaborative Idea Generation

In this nonverbal brainstorming technique, students engage in a collaborative idea-generation process by following these steps:

Set the Stage

Clearly communicate the topic or challenge for brainstorming. Explain that each student will be contributing ideas individually and building upon each other's suggestions.

Idea Generation

Allocate around four to six minutes for individual idea generation. Instruct students to write down three ideas related to the brainstorming topic. Encourage them to be creative, think critically and explore innovative solutions.

Idea Exchange

Instruct students to pass their written ideas to the student on their right (or left). Each student reviews the ideas they received and adds bullet points or creative strategies to expand upon them. If students are working remotely, they can use a collaborative online platform or tools to share and build upon ideas.

Iterative Process

Repeat the idea exchange process for a few rounds, allowing ideas to circulate around the group until everyone receives their original sheet of paper. This iterative process ensures that each student has the opportunity to contribute and build upon ideas generated by their peers.

Group Discussion and Evaluation

Once all ideas have made their way around the circle, initiate a group discussion. Encourage students to share their thoughts, insights and evaluations of the



ideas. Together, decide which ideas are the most promising and deserve further exploration.

Advantages

Brainwriting allows students to actively participate, express their creativity and benefit from diverse perspectives. It promotes equal engagement, minimises dominant voices and encourages collaboration.

Limitations

Be mindful of time constraints during each stage of the process to ensure efficient idea generation and sharing. Additionally, in remote settings, students should have access to reliable online communication tools and platforms to facilitate idea exchange.