BRAIN-STORMING

Metodo Integrato Marchio-Patti©

BY ASS. LA CITTÀ DEL SOLE


N° of pax 5-15


indoors


2 hours




thinking | group work

PURPOSE

GROUP CREATIVITY

- encouraging the generation of ideas
- reaching a common solution;
- promoting group creativity

MATERIALS

- big board
- board pens or chalk

PREPARATION

- Each participant must be reassured that each contribution will be taken into consideration and added to the choices. No criticism, discussion or comment will be made during the session.

INTRO

The Brainstorming method aims for a quick, unfiltered collection of ideas – in it, all group members give their contribution.The "storm of ideas" is made up of many ideas that are independent from each other but can be inspiring for others. Absolutely anything, however odd or improbable it may seem, can be put across, as the most original solutions are often the result of the combination of two ideas that have no connection at first sight.

BRAINSTORMING

3 STEPS

1. INTRODUCTION: The facilitator invites the people to sit in a half circle facing the board, then he/she explains the topic of the collective thinking process (e.g. a communication problem, or a learning process, or a decision to be made, or overcoming creative blocks, etc.) in a clear and concise manner, without getting into too much detail. He/she also describes the framework (time, the process and so on) and the rules: • criticism is forbidden • all ideas are welcome • association of ideas is desirable • let the other finish talking before breaking in the contributions should be fast and varied as well as coming from different people



2. STORM OF IDEAS: Here, people should say everything that comes to their minds and that has a vague connection (however small) with the object of the Brainstorming session. The facilitator should write up the ideas and/or keywords on a board. It might be a good idea to encourage the participants that have not yet contributed, but they should not be forced.

3. GIVE SHAPE TO IDEAS: The objective here is to examine the ideas and make them flow into a common and integrated solution, resulting from a collective expression. The task of the facilitator is crucial as he/she facilitates a change in the point of view, the analysis of what has been proposed.

REFLECTION

- How did you feel during the various steps of the activity?
- How did the group work from your point of view?
- How do you think this activity can contribute to resilience building?

COMMENTS

• The basic concept was introduced for the first time in 1939 by American author Alex F. Osborn and further developed by management theorist Charles Hutchison Clark. • This activity helps the participants to better grasp new information , to keep motivated to develop knowledge and to creative logic, creating connections and particular associations, "out of the box" • In many groups, there are dominant people who influence others with their own opinions in such cases, you should respectfully limit their contributions.