

# **Brainstorming**

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## **Tipo di metodo**

Creative techniques

## **Breve sintesi**

A method for generating ideas that will provide a solution to a problem

## **Descrizione**

A method for generating ideas that will provide a solution to a problem. The aim is to generate as many ideas as possible that can then be evaluated at a later date.

When applying the method, follow this process:

**Group Size:** 5-15 (critical mass)

it also depends on the group composition and group leader

## **Composition of the group:**

creative people, NOT dominant

heterogeneity, experts also from other areas

## **Leader:**

tasks: team assembly, coordination, preventing criticism

## **Expected results for creative groups:**

50 - 200 ideas - 5% useful

- requires an environment where people feel free to express the most impossible and improbable solutions to problems without having the fear of criticism or judgment by others
- original and spontaneous thinking is necessary

## **Debolezze e rischi connessi all'uso del metodo e strategie per superarli**

- Can take too much time if the group is not properly controlled and is allowed to run for too long

- Participants must be aware of raising expectations of the brainstorming group by considering ideas that will never be implemented

### **Dritte per l'applicazione del metodo**

- NO criticism
- enter Emotions
- use Associations
- relaxation, entertainment
- search for unusual solutions

### **Feedback di docenti e studenti**

Students generally find a highly structured and moderated brainstorming session interesting and engaging.

### **Vantaggi del metodo**

- You don't have to be a highly qualified expert or highly paid consultant to use it
- Easy to understand - it's not a complicated technique
- It is inexpensive
- If controlled properly it is a quick way of generating ideas
- Encourages creative thinking and thinking "out of the box"
- Generates ideas and solutions that can be used elsewhere
- Provides an opportunity for widespread participation and involvement