Brainstorming

• <u>Loghează-te</u> sau <u>înregistrează-te</u> să postezi comentarii

Módszer típusa

Creative techniques

Short summary

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

Description

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

A módszerrel kapcsolatos kihívások, buktatók és azok kezelése

 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

Gyakorlati tippek a módszer alkalmazásához

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

Tanári, tanulói visszajelzések

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

A módszer előnyei

- 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