



BrainWriting

BrainWriting is a derivation of brainstorming, where ideas are written down. It avoids some of the disadvantages of the latter approach by avoiding the requirement for ideas to be shouted out. The result is that ideas are collected in a more structured way, more vocal participants do not drown out the contribution of less vocal participants, a greater amount of ideas are produced, extraneous talking is eliminated, and equal opportunity ideation is encouraged regardless of the position of contributors.

Using BrainWriting

Step 1: The technique is conducted within a group context, where each participant is asked to write out their ideas on a topic. During the first round, a predetermined number of ideas are recorded on paper during a predetermined time period, for example three ideas and three minutes, and the paper passed to the next participant.

Step 2: The next person to whom the paper is passed can then write additional original ideas or build upon those formulated by another participant earlier in the exercise.

Step 3: Upon completion of an agreed number of rounds, the sheets are collected and displayed. This forms the basis of a group discussion. The technique may be combined with other ideation methods, if required.

