**Role Storming – Template**

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| **1. Conduct a brainstorming session and capture obvious ideas and solutions.** |
| Click or tap here to enter text. |

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| **2. Decide on roles that are to be used and to whom they are to be assigned. The roles can include that of customers, competitors, suppliers, politicians, or celebrities. A role may be assigned to a single person or the entire group can collectively play the role. Provide additional information to participants, if required.** | |
| **Role(s)** | Click or tap here to enter text. |
| **Assigned to** | Click or tap here to enter text. |

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| **3. Allow participants time to get into character. It may be helpful to ask them questions such as ‘how does this person see the world?’, ‘what is their attitude?’, or ‘how would they solve a problem?’.** |

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| **4. Commence a second brainstorming session where participants play their roles and collect the ideas or solutions generated.** |
| Click or tap here to enter text. |

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| **5. Repeat step 4, with changed roles if required, until an acceptable number of satisfactory ideas or solutions have been captured.** |
| Click or tap here to enter text. |