



Role Storming

Participants in idea generation sessions often refrain from sharing all of their thoughts with the group as they fear criticism. In order to overcome this, role storming may be used. This is a technique that assigns session participants with a new identity for the purpose of reducing the potential embarrassment that inhibits a full contribution. It is widely used to empower less assertive, or shy people, or to consider problems from a fresh standpoint.

Using 'Role Storming'

Step 1: Conduct a standard brainstorming session, where obvious ideas are generated and captured.

Step 2: Decide on the roles that are to be used and to whom they are to be assigned. These can be that of a customer, competitor, supplier, politician, or celebrity. One role can be assigned to each person in a group or the entire group can play the role collectively. Additional information may be provided to assist the participant in playing the role.

Step 3: Allow participants time to get into character. Helpful questions can be, 'how does this person see the world?', 'what is their attitude?', or 'how would they solve a problem?'.

Step 4: Begin a second brainstorming session with participants playing their roles. When making their contribution phrases such as, 'my person would suggest that...', or 'my character thinks that...' may be used. This enables participants to connect deeply with the character.

Step 5: The process is repeated, with changed roles if required, until an acceptable number of satisfactory ideas or solutions have been generated.

