

Triggered Brainwalking



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Triggered brainwalking is a technique used for the generation of ideas. It is a group exercise that consists of several rounds of idea generation where teams rotate, by physically moving, between 'idea stations'. The technique allows participants to build on each other's ideas, stimulates collaboration, supports participation from all group members, and is flexible enough to be combined with other idea generation techniques.

Using 'Triggered Brainwalking'

Step 1: The group collectively defines the problem for which ideas or solutions will be developed.

Step 2: The group facilitator tapes an equal number of large pieces of paper to the wall as there are participants, or assigns each participant a white board. These are referred to as 'idea stations'. Markers are distributed to each participant.

Step 3: Each participant writes down their own ideas at the idea station to which they are assigned. They may use words, symbols, or drawings. After a predetermined period of time, for instance a minute, participants rotate in a predetermined manner to another idea station. They then add new ideas or elaborate further on those already recorded. This is repeated until each participant has had the opportunity to add to each idea station.

Step 4: Finally, participants rank the best ideas at their idea station and a group discussion is conducted where these are developed further.

Instructions for Use

1. Form a group and request that they collectively define the focal problem or issue for which solutions or ideas will be developed.

Focal problem or issue

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2. Assign each participant in the exercise markers and a whiteboard or large sheet of paper that is hung on the wall which can be written on. Refer to the whiteboard or sheet as an 'idea station'.

3. Ask each participant to write down their ideas or solutions at the idea station that is assigned to them. After 2 minutes, rotate participants to the next idea station and ask them to add new ideas or elaborate further on those already recorded. Repeat this step until each participant has had the opportunity to contribute to each idea station.

4. Allow participants to return to their original idea station and ask them to rank the ideas recorded there. Conduct a group discussion where the best ideas are developed further.



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