

Brainwriting

Problem statement: _____

| | | |
|-----------|-----------|-----------|
| 1A | 1B | 1C |
| 2A | 2B | 2C |
| 3A | 3B | 3C |

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Instructions for Brainwriting

When a group uses Brainwriting they do not have to talk to each other. Each person writes their ideas down on a Brainwriting form. Benefits of Brainwriting are:

- * People who are reluctant to talk in a Brainstorming session can express their ideas.
- * Contributions are relatively anonymous.
- * Participants do not have to be in the same place at the same time to generate ideas.
- * Often more ideas can be generated because a recorder does not slow down the process.

To conduct a Brainwriting session, make sure each person in the group has a Brainwriting Form and several extra forms are in the middle of the work area.

Follow the guidelines for generating ideas.

- Defer Judgment
- Strive for Quantity
- Seek wild and unusual ideas
- Combine, improve and build on other ideas

To begin a Brainwriting session write the problem statement at the top of the form in the "problem statement" space.

Write three ideas across the top row (Idea 1A, 1B, and 1C).

As soon as you have written three ideas, place the form in the middle of the work area and pick up a form someone else has completed. Don't continue on the form you have just used.

The first person to put the Brainwriting form in the middle should pick up and write ideas on an extra form. With extra forms in the middle, you will not have to wait for other members of the group to finish. A form will always be waiting for you!

Write three more ideas across the second row (Idea 2A, 2B, and 2C). These can be ideas you have just thought of or ideas stimulated by those already written down. These ideas can also be builds, refinements or modifications of the ideas that are already on the form.

Eventually your Brainwriting form might come back to you. Just make sure that there are not more than three of your ideas together. Generate many different ideas and possibilities.

Think: Three ideas and go! Three ideas and go!

A modification of Brainwriting is to place Post-it® Notes on the idea spaces. After a Brainwriting session, the Post-it® Notes can be easily transferred to a flip chart.

Adapted from a form developed by the Center for Creative Leadership. See: Johannsoon, B. *Kreativatat and Marketing*. H. Kern AG: Switzerland, 1978. Further adapted by Scott G. Isaksen, 1989 and Blair J. Miller, 1995.
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