1.4 BRAINSTORMING AND GAMESTORMING:

(I) BRAINSTORMING

Definition: Brainstorming is a group creativity technique that encourages the generation of a wide variety of ideas, without any immediate judgment or filtering. The focus is on quantity, not quality, and is meant to explore as many potential solutions as possible.

Brainstorming is a method design teams use to generate ideas to solve clearly defined design problems. In controlled conditions and a free-thinking environment, teams approach a problem by such means as "How Might We" questions. They produce a vast array of ideas and draw links between them to find potential solutions.

Everyone in a design team should have a *clear* definition of the target problem. They typically gather for a brainstorming session in a room with a large board/wall for pictures/Post-Its. A good mix of participants will expand the experience pool and therefore broaden the idea space.

Brainstorming may seem to lack constraints, but everyone must observe eight house rules and have someone acting as facilitator.

1. **Set a time limit** – Depending on the problem's complexity, 15–60 minutes is normal.
2. **Begin with a target problem/brief** – Members should approach this sharply defined question, plan or goal and *stay* on topic.
3. **Refrain from judgment/criticism** – No-one should be negative (including via body language) about any idea.
4. **Encourage weird and wacky ideas** – Further to the ban on killer phrases like "too expensive", keep the floodgates open so everyone feels *free* to blurt out ideas (provided they're on topic).
5. **Aim for quantity** – Remember, "quantity breeds quality". The sifting-and-sorting process comes later.
6. **Build on others' ideas** – It's a process of *association* where members expand on others'

notions and reach new insights, allowing these ideas to trigger their own. Say "and"—rather than discourage with "but"—to get ideas closer to the problem.

7. **Stay visual** – Diagrams and Post-Its help bring ideas to life and help others see things in different ways.

8. **Allow one conversation at a time** – To arrive at concrete results, it's essential to keep on track this way and show respect for everyone's ideas.

(ii) <u>GAME STORMING</u>

Gamestorming is a structured approach that uses games and activities to encourage creativity, collaboration, and problem-solving. It combines the principles of brainstorming with interactive games and exercises, which help participants think in new, unconventional ways

Gamestorming refers to a set of practices and exercises to facilitate meetings in the business world. The name itself comes from games and brainstorming. These innovative activities aim to make meetings a great experience for participants, while still delivering on effectiveness, short timeframe and action.

Gamestorming skills include asking questions (opening, navigating, examining, experimenting, closing), structuring large diagrams, sketching ideas, fusing words and pictures into visual language, and most importantly, improvising to choose and lead a suitable game or invent a new one.

Moreover the activities are aiming to ease and support processes and solve problems that could be more frequent in a business environment such as large group decision-making or defining the next steps of a project. The set of game storming activities vary from problem-solving, to idea generation, project planning, decision-making and teambuilding.

For a structured idea generation session use **<u>Brainwriting</u>** that allows everyone in the room to share his or her ideas and contribute to ideas of others. It is great exercise if you want to give voice to the less talkative people or you work with a team where relatively everyone is a stranger to each other.
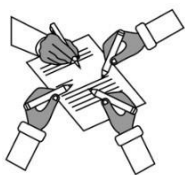
Project management is essential in every business unit and department and **<u>RACI</u>**

Matrix aims to make it an easy, transparent and fast process. At the meeting the participants decide who is going to be Responsible, Accountable, Consulted and Informed about actions and decisions.

Help me Understand could be a great exercise to solve misunderstandings or unanswered question regarding an organization change or a project. It brings management and employees to the same table and allowing them to have a discussion in a structured way.

Help Me Understand is based on the underlying (and accurate) assumption is that employees come to meetings with widely different questions around a topic or a change. It also allows the players to discover overlaps with other players' questions and to notice the frequency with which those questions occur—something they may not have known prior to the meeting.