



## Module 3 Chapter 3.1.2.

### Activity 1. GROUP WORK. Brainwriting session to generate ideas

**Time estimated:** 45 minutes.

**Type of work:** group work

**Resources:** software for online panel Padlet (<https://es.padlet.com/>) or Google Jamboard (<https://jamboard.google.com/>)

Brainstorming and Brainwriting are two techniques with similitudes that consist of writing down words and ideas and relate them.

Brainstorming can be done both individually and in groups (but is better in group). It consists of writing down all the words that come to our mind that are related to the subject to be developed. It does not matter if the words are related directly or indirectly, as once brainstorming has finished, you have to focus on connecting them.

**Brainwriting is a tool for generating group ideas around a proposed topic.** As in brainstorming, it is important to establish certain times for its development. Both techniques coincide in their purpose: to **generate ideas without a filter**, but the differences are:

- In brainstorming, participants say the ideas in a group. In brainwriting, each part of the process is carried out individually.
- In brainstorming, some ideas can be built on others. Chaotically and as they arise. In brainwriting, everything is collected on paper. Evaluations of the ideas included.
- Brainwriting is usually a shorter process.

To carry out a perfect **brainwriting session**, you will have to follow the following steps. The first thing that the facilitator must do is **choosing a challenge or a topic to create a new business**. For example, the **challenge in this case is “avoiding food waste in a supermarket”**. Write ideas about the creation of a business that help to solving that problem.

- 1) The facilitator will lead the dynamics.
- 2) Sit the participants in a round table. The perfect number of people to participate in this process is between five and eight at the most. So, divide the class in 5 small groups.
- 3) The facilitator will write on a large paper and in full view of everyone the problem / challenge you are going to work on. He will also distribute a block of A4 sheets to each of them and a marker.
- 4) Once all the participants have paper and a marker, they will share their understanding of the problem. So that all solutions are aligned with it.



5) The facilitator will explain the dynamics to the participants and will establish a time for the first phase. For example, 4 minutes. During this period, each participant will write three ideas on one of the sheets that have been distributed to them. After that time, they will give the role to the person on their right. So, all of them will have a sheet of someone else with three ideas.

6) From that moment on, the participants will have to write new ideas or comments on each sheet they receive. The time will be shorter than in the first phase, for example 2 minutes. After that time, they will turn the page and receive another one from their partner on the left. They will repeat the process until everyone in the group has written ideas about everyone's. If they need more paper, they can use it, joining the sheets.

7) Finally, all the ideas will be put on a panel. From this moment on, they will be explained, debated and evaluated. Going on to choose the best or to take them as sources of inspiration for new future ideas.