



## **BRAINSTORMING** (Paradigm-preserving methods)

Brainstorming is a creative ideation method aimed at generating as many new ideas as possible in a short amount of time. In the context of the green transition, the method encourages free thinking, where all ideas are welcome and not immediately judged. It is suitable for use with large participant groups in a health and care organisation. Brainstorming is useful in the early stages of problem-solving, innovation processes and development projects.

### **What is required:**

- An open and creative atmosphere
- Participants' willingness to generate and share ideas
- The ability to quickly and visibly record ideas

### **Level of difficulty:** 1

**Time required:** 30-60 minutes (depends on the size of the group and the scope of the topic)

### **Materials:**

- Paper, pens, post-it notes, or a digital platform (e.g., Miro, Mural, Jamboard)

**Participants:** 2-100 people; can be done individually or in groups

### **How to use:**

1. Defining the topic: Establish a clear question or problem to seek solutions for. With a large group of participants, the definition must be done in advance.
2. Clarifying the rules: Emphasise that ideas should not be judged or dismissed in the initial phase.
3. Generating ideas: Participants freely present their ideas, and all ideas are recorded. The recording method is agreed upon and clear to everyone. For example, in a large participant group, it is good to use digital ideation platforms where participants record their own ideas. Another way to organise is to work in small groups, with each group having a note-taker.
4. Grouping and refining ideas: Similar ideas can be combined and further developed.
5. Assessing ideas: Finally, ideas can be assessed and the most promising ones can be selected for further development.

### **When to use:**

- Finding new solutions during the idea generation phase
- Problem-solving situations
- Innovation and development projects

### **Why to use:**



- Helps to find diverse environmentally friendly perspectives and solutions
- Encourages participants to be creative and think freely
- Provides a foundation for further development and decision-making

### How to document?

- Ideas can be recorded in a table, on a wall chart or in digital form
- Results can be compiled into a report or used as a tool for further development

**The roots of the method can be found here:** Brainstorming was developed by advertising expert Alex Osborn in 1953 as a creativity method based on the free and group-based development of ideas. The method is more broadly related to theories of creative problem solving (CPS) and creativity in innovation management (Amabile, 1996). It is widely used to support creativity in organisations and teams, as well as to generate new ideas.