

9 BRAINSTORMING METHODS

In 3 mins write down
20+ ideas, the sillier
the better

What are the
Strengths, Weaknesses,
Opportunities and Strengths?

Rapid Ideation

What would a thought
leader or superhero do?

SWOT

Figure Storming

Gap Filling

Write a process flow of how
you get from where your
audience is to where you want
them to be and fill the gaps.

The 2-Year-Old

Write down all assumptions
then start asking "Why on earth
would you want to do that?"

Magic Wand Wishing

What features, outcomes, benefits,
solutions, streamlining, effort, etc would
you wish for if you had a magic wand?

S.C.A.M.P.E.R.

- S** Substitute
- C** Combine
- A** Adapt
- M** Modify
- P** Put to another use
- E** Eliminate
- R** Reverse

Brain Dump

Without editing or organizing,
write down everything in your
head about your topic

6 Hats



THINKING HAT
What else needs to
be considered?



FEELINGS HAT
What are my emotions,
intuition, hunches?



CREATIVE HAT
What are new
possibilities?



INFORMATION HAT
What facts do we have
or still need?



BENEFITS HAT
How will this help,
why is it worth doing?



JUDGEMENT HAT
What are the
weaknesses?