3. BrainGrouping

Specifications:

- Duration: 1 hr 15 mins - 3 hrs

- Participants: 3 - 10
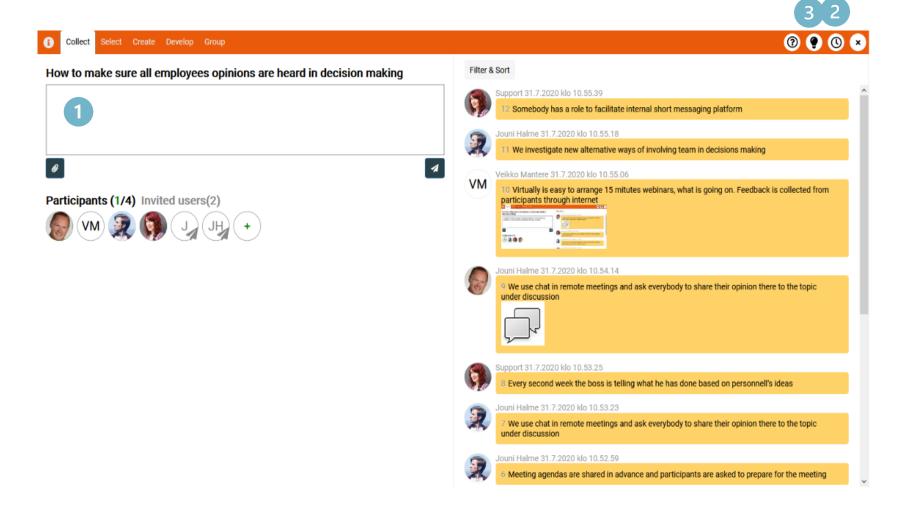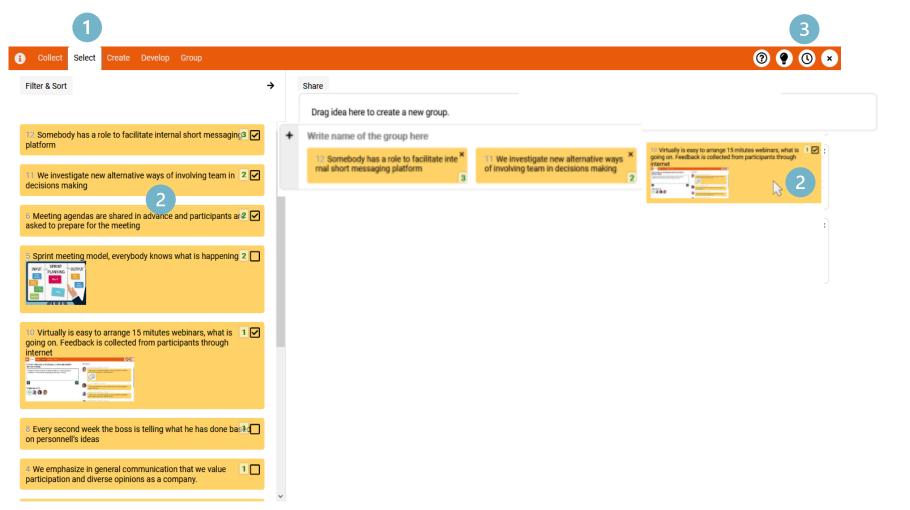
- Environment: face-to-face, Teams or Zoom

orchidea

BrainGrouping – collect ideas

1. Ask participants to write ideas to the text editor. Target minimum 100 ideas.

2. Set the timer for 15 – 30 minutes

3. Ask participants to launch stimuli pictures after 7 - 10 minutes by clicking the black light bulb icon. You can also give other spoken stimuli.
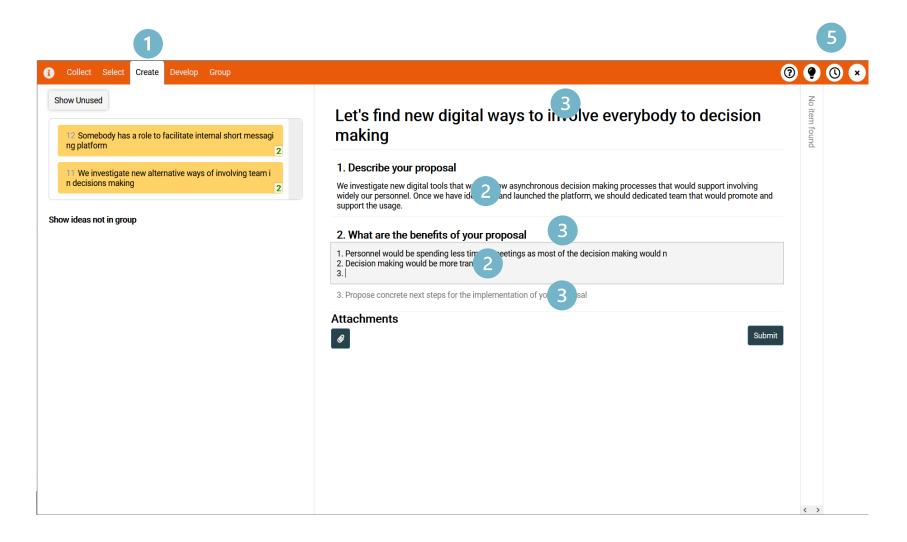
BrainGrouping – select

1. Ask participant to move to *Select* phase

2. Ask everyone to read through the ideas quickly and drag the interesting ones to groups while reading. Guideline is to select 10 – 20 % of ideas.

3. Reading and selecting will take about ½ min for every 10 ideas, e.g., 5 mins for 100 raw ideas. Set the timer on.
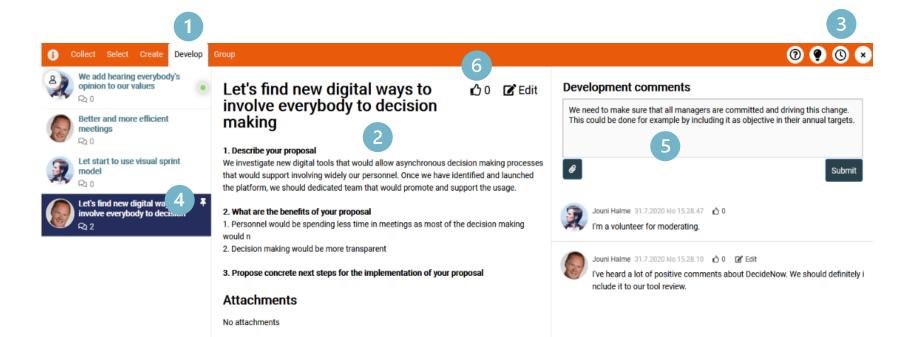
BrainGrouping – create

1. Move to *Create*

2. Ask participants to write 1 – 2 proposals based on the ideas on the left

3. Ask participants to 1) answer all questions that you added when creating the workshop and 2) name the proposal

4. You can have an optional short pair discussion in the beginning of this phase to get new perspectives to proposals

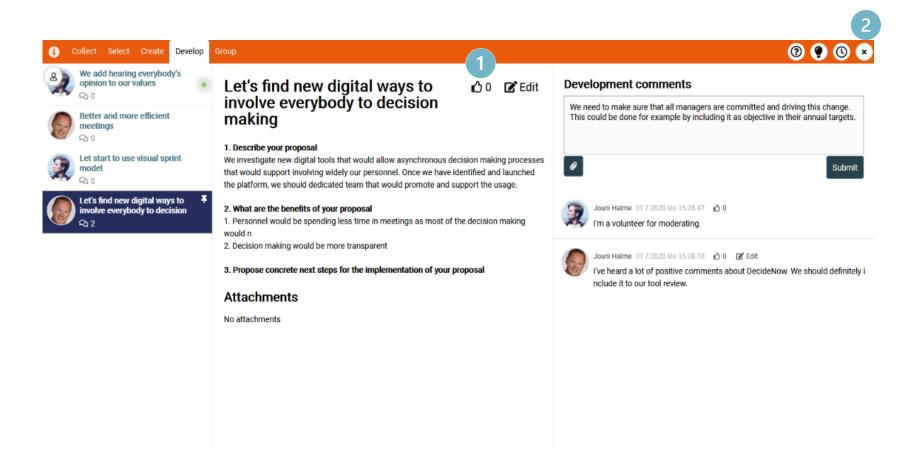5. Duration: 5 - 10 minutes for the pair discussion and 10 - 25 minutes for proposal creation. Set the timer on.

orchidea

BrainGrouping – develop

1. Ask participants to move to *Develop*
2. Everyone presents their proposals in 3-5 minutes.
3. Set also the timer on
4. You can highlight the idea by clicking on the pin icon.
5. During presentation, everyone posts their development comments. After presentations you may give 5-15 minutes time for additional commenting.

BrainGrouping – prioritize and build

1. You can ask the participants to prioritize the proposals by liking the 2 – 4 best proposals
2. After the workshop, the facilitator can export results to Word-document from the front page by clicking the export icon. You can move to the front page by clicking the cross.
3. The topic owner builds his/her own solution as next step in Word by combining the best part of the best idea concepts.