

# Brain writing - method 635

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|------------------------------------|---|
| <b>Field of application</b>        |   |
| <b>Resume / Brief description</b>  | The tool Brain writing is another important creativity tool. It aims to develop new ideas or to combine existing solutions in a collaborative way.  |
| <b>Target group</b>                | Entrepreneurs   |
| <b>Objectives</b>                  | Develop new ideas, combine existing solutions to a problem  |
| <b>Requirements</b>                | Six blank 6-3-5 worksheets  |
| <b>Implementation - Overview</b>   | Each person in a circular group writes down one idea, and then passes their piece of paper to the next person in a clockwise direction, who adds some thoughts. This is repeated until everybody gets their original piece of paper back.   |
| <b>Implementation - Guidelines</b> | Principle: 6 participants write 3 ideas and these will be 5 times further developed Each person in a circular group writes down his ideas in a complete and concise sentence (6-10 words). When everybody has finished writing their ideas, they pass their piece of paper to the next person in a clockwise direction, who adds some thoughts after reading the ideas of his neighbour. This is repeated until everybody gets their original piece of paper back. At the end of the process, there will be a total of 108 ideas on the 6 worksheets, ready to be assessed. |
| <b>Example of application:</b>     | One application could be for instance the development of new brand names for services or products. It is a good tool to generate plenty ideas in a short time.  |
| Templates, Graphics for download   |   |
| Additional format/references       |   |

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