

BRAINWRITING

Generating and Clustering Ideas Efficiently

Brainwriting is a structured brainstorming method that allows participants to generate a large number of ideas quickly without direct influence from others. Instead of discussing ideas aloud from the start, participants write down as many ideas as possible individually, ensuring that creativity flows freely. Once time is up, the group shares and clusters ideas together, making it easy to identify common themes and promising directions.

HOW IT WORKS

1. Each participant receives a stack of sticky notes (or uses a digital tool like Miro or Jamboard).
2. A timer is set for 10 minutes, during which everyone writes down as many ideas as they can—one idea per sticky note.
3. When the time is up, participants take turns presenting their ideas one by one, sticking them onto a flipchart, whiteboard, or wall.
4. As ideas are presented, the group starts forming clusters by grouping similar or related ideas next to each other.
5. Once all ideas are shared, the group can start analysing the clusters and discusses which ideas stand out as the most promising. Are there things that can be combined?
6. Continue to refine ideas using the Now-How-Wow Matrix.