

# Brainstorming



*To get new and diverse ideas on a topic in a fast and fun way.*



## Objective

Idea generation method designed to encourage the generation of new, unusual ideas in a group of people.

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## Process

Brainstorming allows you to generate new, unusual ideas in a small group of participants in a short time (30min). To host a successful brainstorm-meeting you can follow the following steps:

### Step 1

Introduce the moderator, ground rules, objectives, agenda and participants (5 minutes)

### Step 2

Introduce the topic of the brainstorm with a brief presentation, Lightning Talk, or Ignite Talk (5 minutes)

### Step 3

Introduce the brainstorming activity with a very clear ask, options include: breakout groups of 3-4 participants, 1-2-4-all, or invite everyone to work on a whiteboard in plenary. (ca. 12 minutes)

### Step 4

Plenary feedback, where you can ask a few participants to unmute and share key highlights. (5 minutes)

### Step 5

Wrap up and next steps (3 minutes)

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## Climate relevance

*This exercise allows a quick scan of diversity of perceptions or exploration of ideas to get different insights on complex topics.*

