

SESSION:
GROUP:
TOPIC:
TIMEFRAME:

Successful small group brainstorming depends on matching a well-defined object of investigation (physical location, topic of interest, timeframe for project execution), with a process of divergent thinking focused on generating many ideas, and convergent thinking where strongest ideas are refined as concepts.

What is Divergent Thinking?
Rapid creation of random, unorganized, wild, free-flowing, novel ideas in a short period of time.

Strategies for Divergent Thinking
Build on the ideas of others
Withhold judgement
Write everything down
Draw!
Generate quantity

What is Convergent Thinking?
Selective critique and combination of ideas in order to develop strong concepts.

Strategies for Convergent Thinking
Create clusters of complementary ideas
Consider context
Imagine the scenario of usage
Design for the user first, then explore technical feasibility and business model
Aim to develop 3 concepts during 1 session

DIVERGENT THINKING

Brainstorm Strategy: Ask Questions

What are the causes for the current situation?
What are the effects?
What is broken in the current state?
What is working well?

Brainstorm Strategy: Be a Contrarian

List the parts of this system.
Examine what is taken for granted.
Imagine how removing this can provoke new thinking:
Example: "Students teach the teachers."
"Books write themselves."

CONVERGENT THINKING

CONVERGENT THINKING

DIVERGENT THINKING