

# DIGITAL SOCIAL IMPACT





## Classic Brainstorm

### Description

# Brainstorming

Brainstorming is a classic idea generation technique and remains one of the most rapid and rewarding methods of generating lots of ideas within groups.

[Course Configurator](#) > [Step 2: Deliver](#)

### Best used for

Ideation. Root Cause Analysis. Idea/solution validation.

### Time to introduce this activity in lecture / Time to run this activity

15 min / 30 min

### In the context of Digital Social Impact courses and learning activities

Brainstorming can be used throughout the entire development of digital social impact course development/implementation, but is particularly relevant at the beginning of a project, when students are researching their project challenge.

### Main Target Group

Students with partner / users

## Potential tools for digitising this activity

Could be done via Mural, Padlet or Jamboard

## Additional Resources

[Classic Brainstorm approach as profiled by the University of Copenhagen](#)

[Collaborative Brainstorming with Padlet](#)

## Step by Step

1 In groups, have the students formulate their problem or project goal as a phrase starting with **“How might we...?”**, e.g.: “How might we improve the fundraising opportunities for this charity?”

2

Then present the brainstorming rules (Source: [D.school](#), Stanford University):

- Defer Judgement – Don’t judge your own ideas or those of others
- Go for volume – 100 better than 10
- One conversation at a time – focus
- Encourage wild ideas – the crazier the better
- Build on the ideas of others – leverage perspectives
- Stay on topic – stick to the “how” problem
- Be visual – communicate your ideas for teammates by sketching

3 Students should now begin by jotting ideas down on Post-its either in person or digitally via a tool like Padlet for example. Provide a time limit (5 minutes, for example), so they don’t over-saturate themselves.

4 Repeat the brainstorming round a few times, but with a maximum of 45 minutes in total.