Brainstorming Workshop

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Facilitation Script

Brainstorming Workshop

Category: Ideation/Creativity │ **Duration:** 3 days │ **Participants:** 4-8

Workshop Overview

This dynamic workshop applies systematic brainstorming methodologies to generate diverse, high-quality ideas. Participants will practice divergent and convergent thinking techniques to explore solutions and identify the most promising concepts.

Workshop Objectives

Provide participants with practical skills and frameworks to enhance their professional capabilities and drive meaningful outcomes in their design practice through collaborative learning and hands-on application.

Learning Outcomes

- Diverse range of creative solutions generated - Breakthrough ideas from cross-functional perspectives - Prioritized concepts ready for further development - Generate large quantities of diverse, creative solution ideas - Apply structured ideation techniques for maximum creative output - Practice building on others' ideas through collaborative thinking - Learn to suspend judgment and encourage wild, innovative concepts - Develop skills in idea evaluation and concept prioritization

Materials Required

Basic Materials - Large format paper (A1 or flip chart paper) - Sticky notes (multiple colors) - Sharpie markers (black, blue, red) - Fine-tip markers for detailed work - Pens and pencils for note-taking - Dot stickers for voting exercises - Masking tape for wall mounting - Timer or stopwatch for activities ### Category-Specific Materials - Workshop-specific templates and worksheets - Relevant industry examples and case studies ### Technology Requirements - Laptops/tablets for digital work - WiFi access for online collaboration tools - Digital camera for documentation - Presentation projector/screen - Power strips and extension cords - Backup printed materials ### Venue Requirements - Large wall space for posting materials - Moveable tables for group work - Comfortable seating for all participants - Natural lighting or adequate artificial lighting - Quiet environment free from interruptions - Temperature control for participant comfort

Pre-Workshop Checklist

- Room setup complete with tables arranged for group work
- All materials prepared and distributed
- Technology tested (projector, slides, timer)
- Participant list and name tags ready
- Refreshments arranged (if applicable)
- Backup activities prepared in case of time adjustments
- Emergency contacts and room information noted

Workshop Agenda

Time	Duration	Activity	Facilitator Notes
9:00 AM	15 min	**Activity**	Encourage networking. Have refreshments ready.
9:15 AM	10 min	**Activity**	Encourage networking. Have refreshments ready.
9:25 AM	10 min	**Activity**	Establish ground rules for productive brainstorming sessions. Create psychological safety for wild i...
9:35 AM	30 min	**Activity**	Part of LUMA collection. --- At IDEO.org, we use Brainstorms to tap into a broad body of knowledge...
10:05 AM	30 min	**Activity**	Silent brainstorming where ideas build on each other progressively. Six people generate three ideas ...
10:35 AM	10 min	**Activity**	Encourage networking. Have refreshments ready.
10:45 AM	20 min	**Activity**	Reverse brainstorming is a problem-solving technique where instead of asking how to solve a problem,...
11:05 AM	25 min	**Activity**	Organize and cluster ideas by themes through collaborative sorting. Transform individual sticky note...
11:30 AM	25 min	**Activity**	The How-Now-Wow matrix is an idea selection tool that helps teams categorize ideas based on two dime...
11:55 AM	5 min	**Activity**	Encourage networking. Have refreshments ready.

Facilitation Script

Opening (5-10 minutes)

SAY:

"Welcome everyone to the **Brainstorming Workshop**. I'm excited to have you here today. Over the next 3 days, we'll be working together to [main objective]."

"Before we begin, let's go around and do quick introductions - your name, role, and one thing you're hoping to take away from today."

> **Facilitator Tip:** Arrive 15-30 minutes early to set up the space and greet early arrivers. This builds rapport and helps participants feel comfortable.

Setting Expectations

SAY:

"Let me share a few ground rules for our time together:

- Every idea is valid - there are no bad ideas in brainstorming
- Build on each other's ideas - use 'Yes, and...' thinking
- Stay present - phones away unless for an emergency
- Timebox discussions - I'll keep us on track
- Have fun - the best ideas come when we're relaxed and engaged

Any questions before we dive in?"

Core Activities

Mind Mapping

40 minutes

Visual brainstorming starting from central concept

FACILITATION APPROACH:

1. Introduce the activity and explain the purpose
2. Demonstrate or give an example if needed
3. Set the timer and let participants work
4. Give time warnings (halfway, 2 minutes left)
5. Facilitate sharing and discussion

Creative Matrix

45 minutes

Combine different categories to spark unexpected ideas

FACILITATION APPROACH:

1. Introduce the activity and explain the purpose
2. Demonstrate or give an example if needed
3. Set the timer and let participants work
4. Give time warnings (halfway, 2 minutes left)
5. Facilitate sharing and discussion

Alternative Worlds

90 minutes

"How would [Disney/Apple/NASA] solve this?" perspective shift

FACILITATION APPROACH:

1. Introduce the activity and explain the purpose
2. Demonstrate or give an example if needed
3. Set the timer and let participants work
4. Give time warnings (halfway, 2 minutes left)
5. Facilitate sharing and discussion

Inspiration Cards

30 minutes

Use curated examples to spark breakthrough ideas

FACILITATION APPROACH:

1. Introduce the activity and explain the purpose
2. Demonstrate or give an example if needed
3. Set the timer and let participants work
4. Give time warnings (halfway, 2 minutes left)
5. Facilitate sharing and discussion

Dot Voting

10 minutes

Quick democratic prioritization as alternative to How-Now-Wow

FACILITATION APPROACH:

1. Introduce the activity and explain the purpose
2. Demonstrate or give an example if needed
3. Set the timer and let participants work
4. Give time warnings (halfway, 2 minutes left)
5. Facilitate sharing and discussion

Closing & Next Steps (10-15 minutes)

SAY:

"As we wrap up, let's take a moment to reflect on what we've accomplished today."

"I'd like each person to share one key insight or takeaway from our session."

> **Facilitator Tip:** Capture action items on a flip chart or shared document. Assign owners and due dates for each action item before ending.

Post-Workshop Actions

- Send thank you email with workshop summary within 24 hours
- Share photos of artifacts (sticky notes, sketches, etc.)
- Distribute any promised resources or templates
- Schedule follow-up if needed
- Collect feedback via survey
- Document learnings for future workshops

Troubleshooting Guide

If Participants Are Quiet

- Use round-robin techniques to ensure everyone speaks
- Try silent writing exercises before group discussion
- Break into smaller groups of 2-3 people
- Ask specific individuals for their perspective

If Discussion Goes Off-Track

- Acknowledge the point and park it in a "Parking Lot"
- Redirect: "That's interesting - let's capture that and return to our focus area"
- Reference the agenda and time remaining

If Running Behind Schedule

- Shorten break times (but don't eliminate them)
- Combine related activities
- Move detailed discussions to follow-up sessions
- Be transparent with participants about time constraints

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This script is a guide - adapt it to your audience and context