

# The “Structured Brainstorming” Handbook

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# 1. Print the cards attached to this document (or use Post-it)



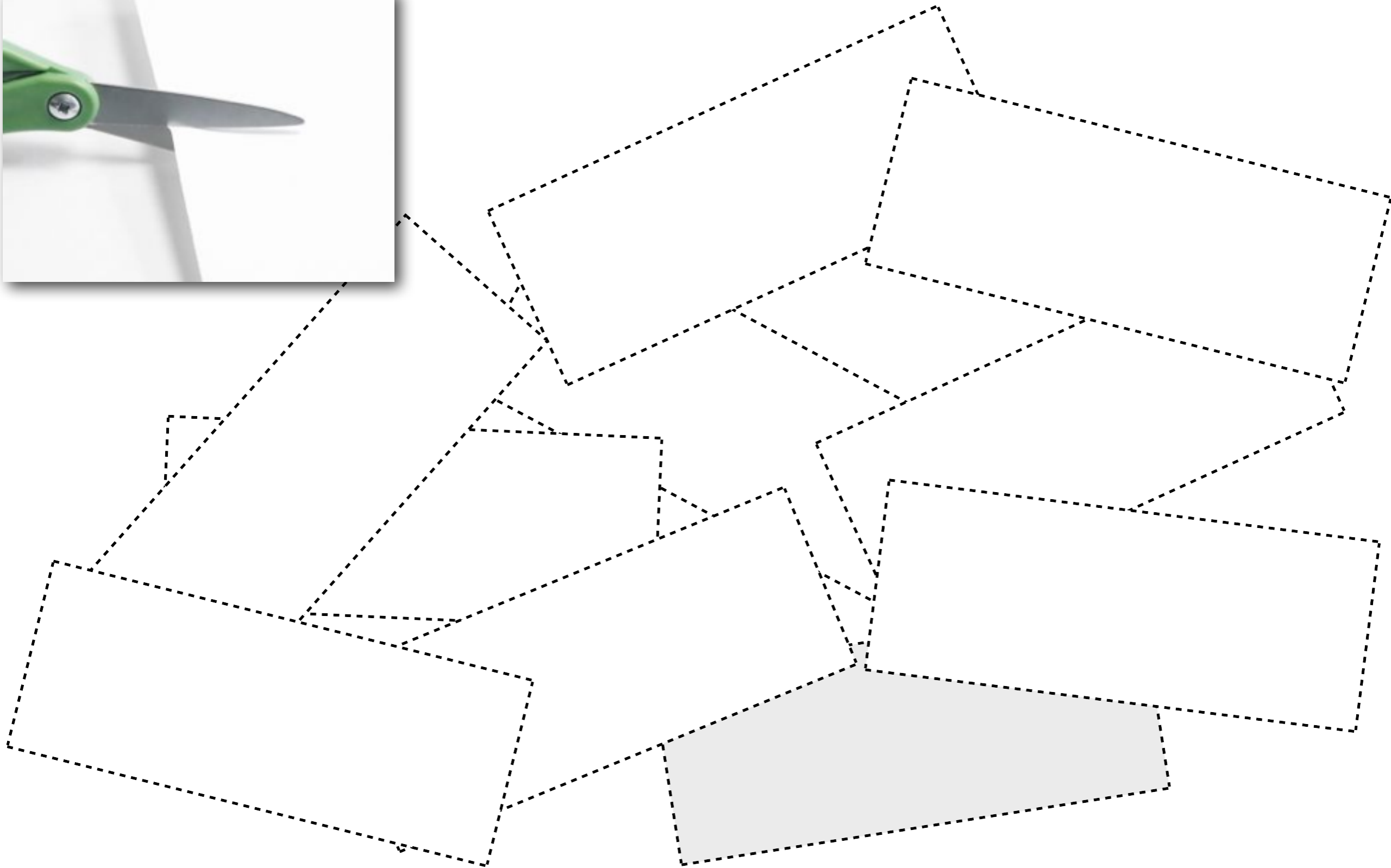
Idea cards


Group idea cards


OR



## 2. Cut them in order to make individual block



### 3. Write one idea/item per card (individual work)



idea 1

idea 3

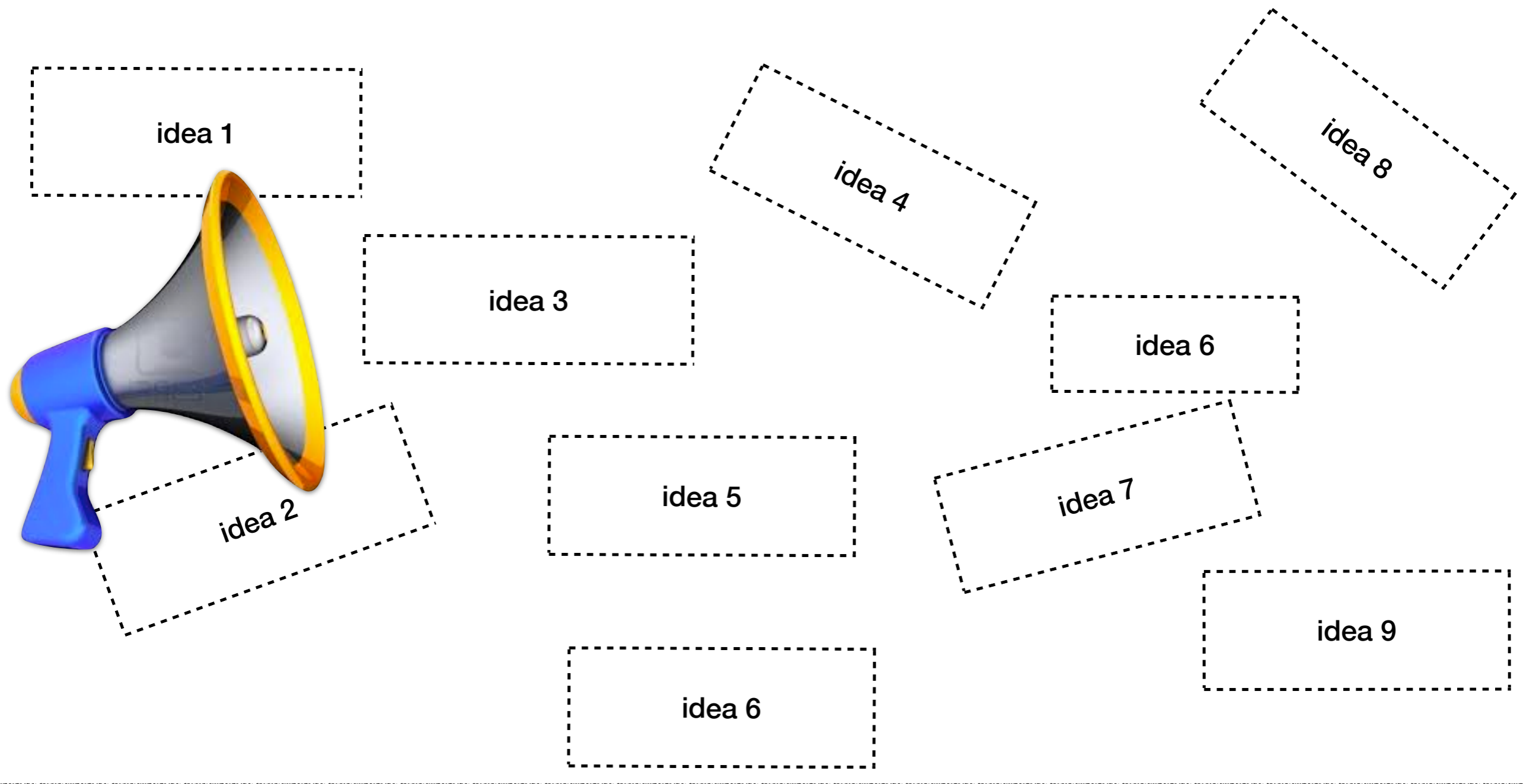
idea 5

idea 2

idea 4

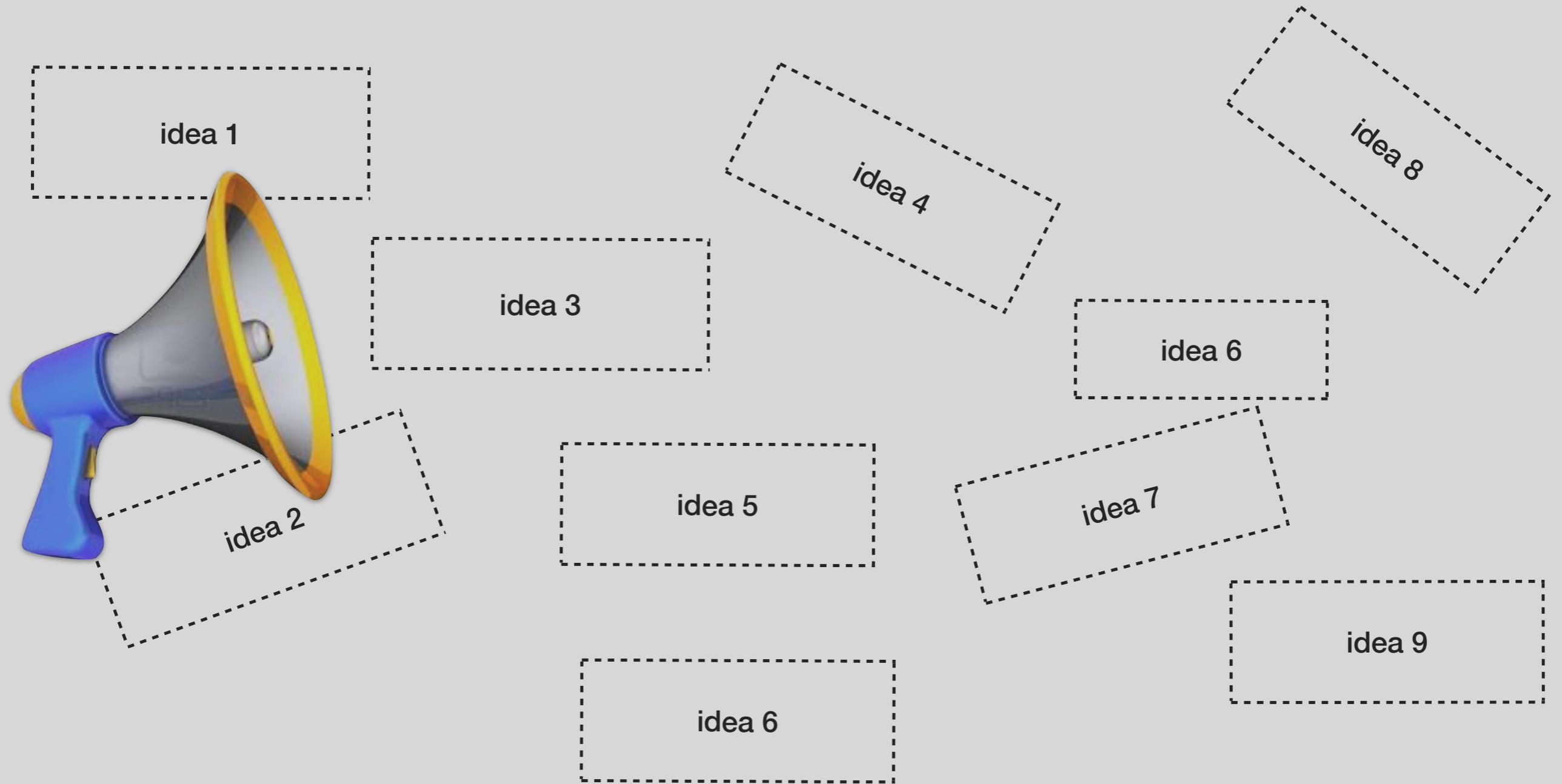
idea 6

# 4. Announce your idea while placing them on the center of the table (group work)

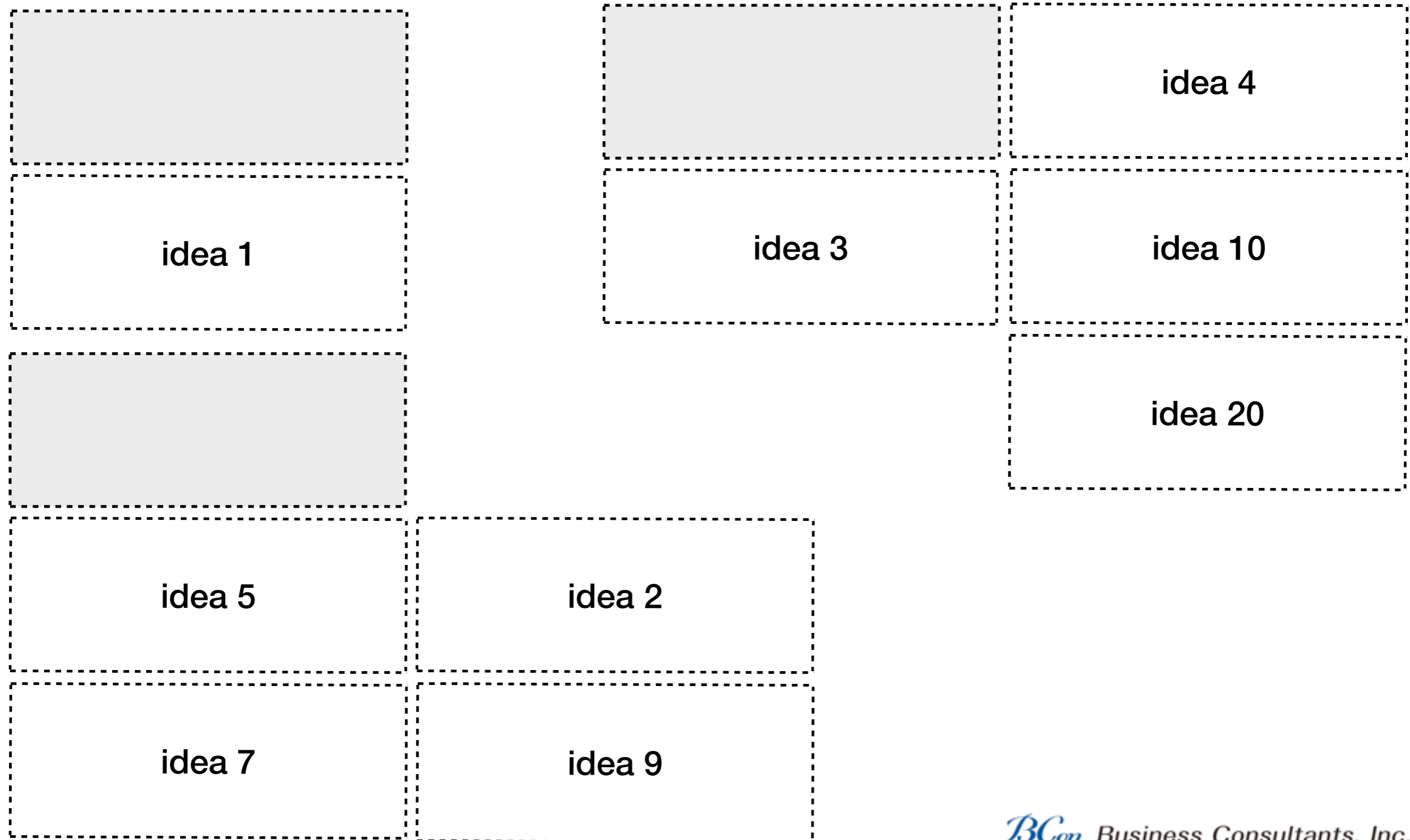




- Use all the space available
- Mix items (don't sort)

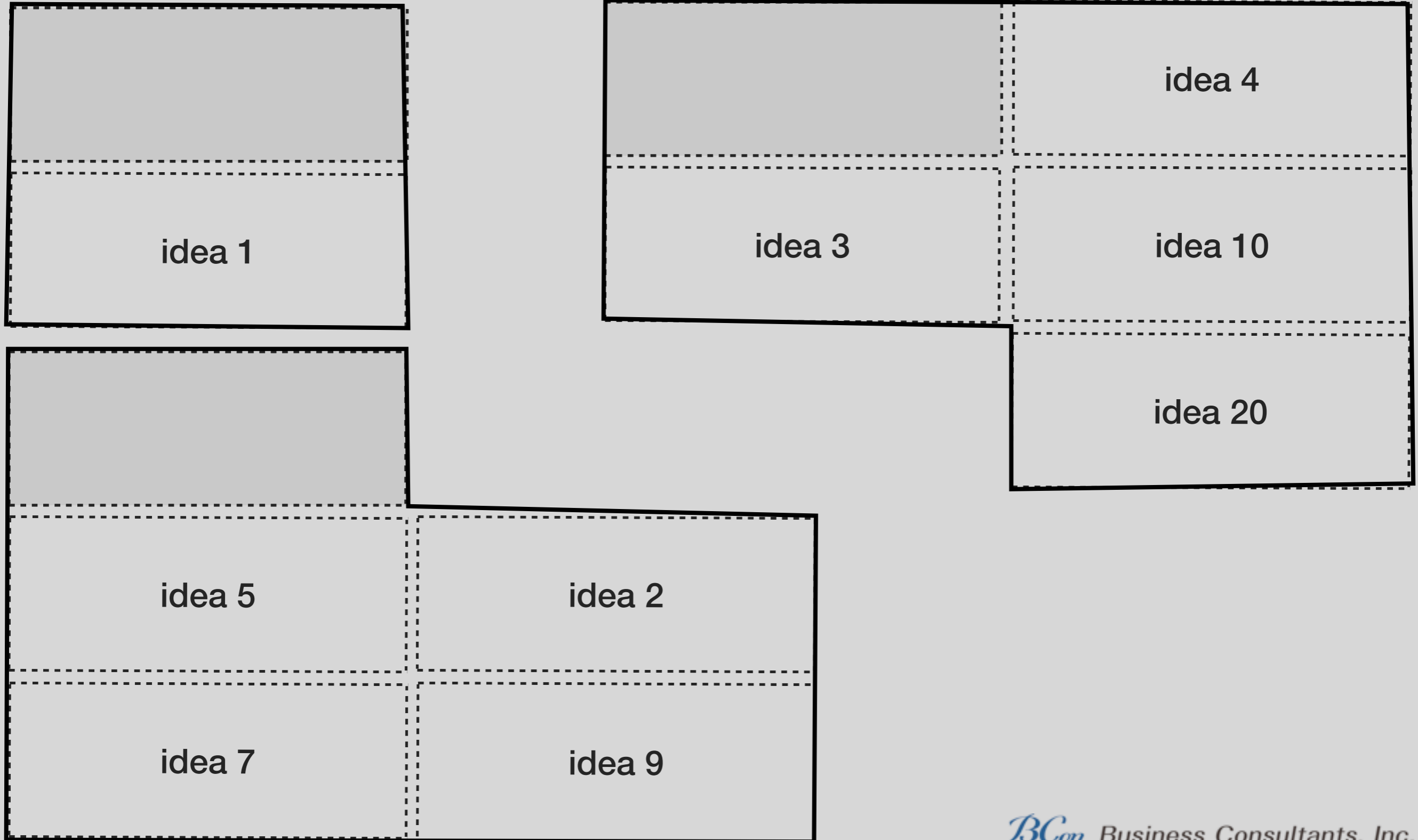


## 5. Look at all the idea and group them by similarity





Use multiple shapes when you sort





## 6. name each group

Group1

idea 1

Group2

idea 5

idea 7

Group3

idea 3

idea 2

idea 9

idea 4

idea 10

idea 20

## 7. Discuss which, for each group, is the best idea

Group1

idea 1

Group2

idea 5

idea 7

Group3

idea 3

idea 2

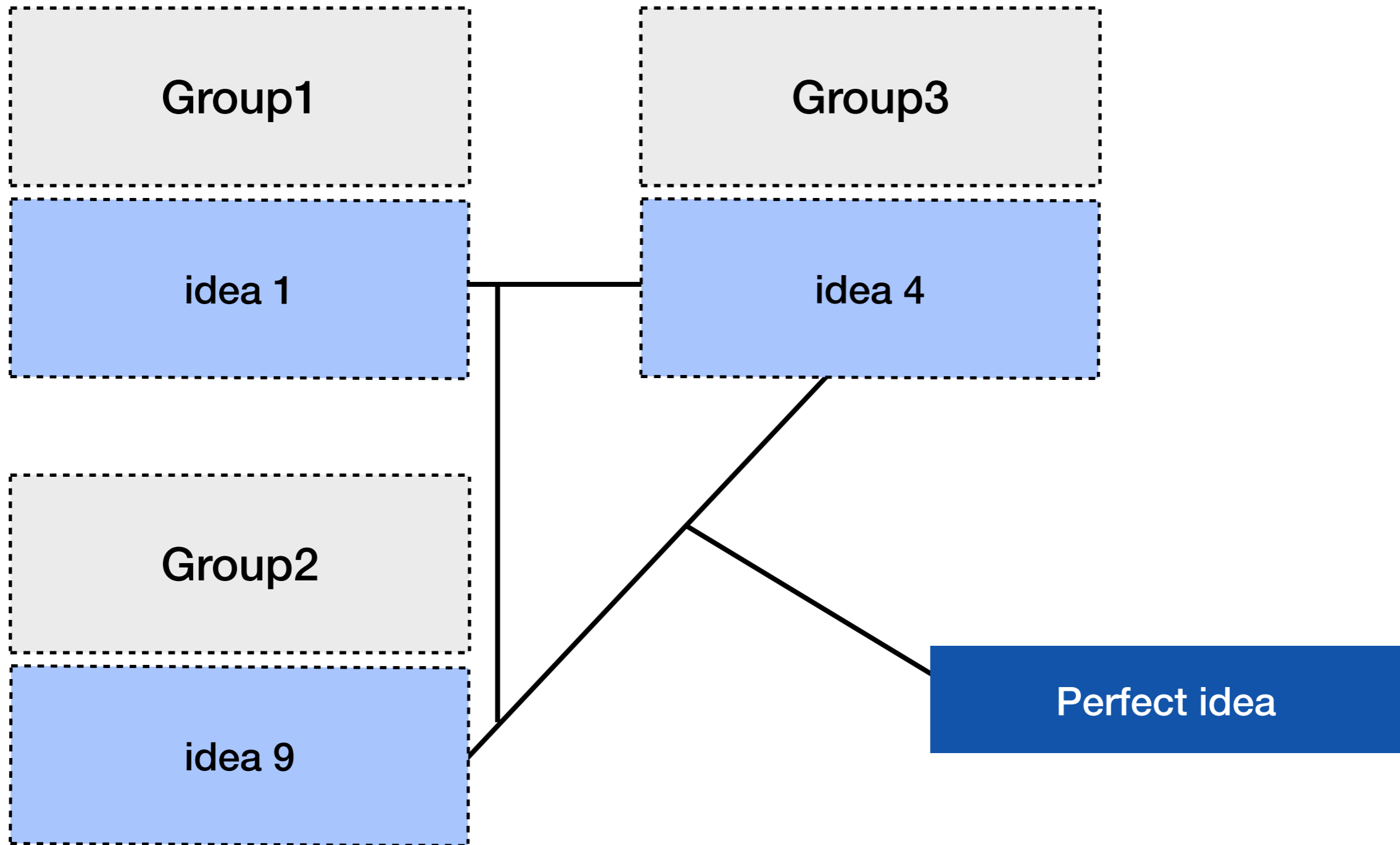
idea 9

idea 4

idea 10

idea 20

## 8. Discuss appropriate combinations of the ideas and determine which idea to choose



# APPENDIX

**Cards to be printed  
and cut**



# Idea cards


# Idea cards


# Idea cards
