BRAINWRITING

The team hack to generate better ideas
WHO AM I?

- Button Pusher
- Scrum Master
- Maker
- Copywriter
- Blogger
- Tester
- Mobile Evangelist
- Product Owner
- CSM
- Twitter Addict
- Father
- Change Agent
- Coach
- BA
- CPO
- CSPO
- Graphic Designer
- Quality Analyst
- PM Lead
- CSP
- Sports Anchor

SolutionsIQ
IDEAS!
Organizations and companies are constantly engaged in processes designed to develop new methods, processes, and products aimed at building and sustaining their competitive edge.

Often the ideas that are the basis for innovations are developed in group settings, such as team meetings.
LEARNING OBJECTIVES

Articulate the difference between Brainstorming and Brainwriting
Teach others about the social components of idea generation
Facilitate brainwriting sessions with your own teams
Have fun with your table-mates along the way!
Introduce yourself to the rest of the table. Spend 5 minutes discussing what you know about brainstorming.
ALEX F. OSBORN

“We should hold back criticism until the creative current has had the chance to flow.”

“Become more conscious of the creative power within your reach.”

“As a term, imagination covers a field so wide and so hazy that a leading educator has called it an area which psychologists fear to tread.”

“Each of us does have an Aladdin’s lamp, and if we rub it hard enough, it can light our way to better living.”
Published *Applied Imagination* in 1953

Introduced a technique he called “brainstorming”

Go For Quantity
Withhold Criticism
Welcome Wild Ideas
Combine and Improve Ideas
“IT CONCENTRATES SOLELY ON CREATIVE THINKING AND EXCLUDES THE DISCOURAGEMENT AND CRITICISM WHICH SO OFTEN CRAMP IMAGINATION.”

- Alex F. Osborn
WHAT ARE SOME CHALLENGES TO USING THIS TECHNIQUE?
BRAINSTORMING CHALLENGES

Only one person can talk at a time

HIPPOs

Waiting to speak means forgetting

Introverts lose out

Politics more important than ideas
How many times have we said, “This is just the way we’ve always done things”?
Brainwriting is an idea-generating technique meant to focus the group more on the output rather than the social components of the activity.
6-3-5 BRAINWRITING

Published 1968 by Bernd Rohrbach in Germany

6 Participants
Write Down 3 Ideas
In 5 minutes

6 Rounds = 108 ideas in 30 minutes
ITERATIONS ON 6-3-5

Electronic Brainstorming (EBS) - Introduced in the 1980s, with the hope of using computer-mediated electronic communication to improve creativity.

Asynchronous Brainstorming in an Industrial Setting: Exploratory Studies published by Tel Aviv University and UT-Arlington in 2015
LET’S DO IT NOW

If the #1 problem to Agile adoption is education what are some ways to educate people? - 3 minutes
Pass the paper to the right - 3 times
Goal is to identify as many ways as possible.
Who can generate the most ideas?
HOW WAS THAT DIFFERENT?
Write down 5 barriers to Agile adoption. As soon as you hit 5, pass the paper to your right. Keep going until you can’t think of anything else. Identify the table’s top three barriers, without talking. 10 minutes total.
WHY IS THIS BETTER THAN MAKING YOUR OWN LIST?
HOW CAN YOU USE THIS?
BRAINWRITING IN AGILE TEAMS

Retrospectives - Surveys or Stickies
Stand Ups - Slack
Release/PI Planning - Stickies and Dot Voting
Demos/Showcases - Feedback Sheets
THINGS TO REMEMBER

The **more ideas** the better.

Verbal communication comes second.

Social aspects of team are still important.

This **will feel weird at first.**

**Measure** your growth.
THANK YOU!

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