

### Description

Brainstorming is probably the best known and most widespread creativity technique, which basically aims to activate thought processes and identify as many ideas or risks as possible by promoting the creative potential of a group or individuals. Brainstorming is used to identify risks in all industries and functional areas due to its methodological simplicity and its versatility.

Basically, brainstorming is a method that is carried out in the group (5-10 people). A large number of risks are to be generated by spontaneous statements on concrete questions and problems. The open utterance in front of the group and parallel visualization of the utterances, e.g. on a flipchart, stimulate further ideas.

Important for the success is the knowledge and/or the announcement as well as strict adherence to the following 4 basic rules:

1. no critical comments from the participants or the moderator
2. enabling the free expression of any idea, no matter how unusual it may seem at first.
3. ideas already expressed should be taken up
4. quantity takes precedence over quality, i.e. a high number of risks mentioned is more important than their actual relevance

### Basic procedure

The procedure can be summarized with the following scheme:

- Preparation phase
  - Development of the problem
  - Selection of participants
  - Organizational matters
- Workshop, i.e. actual brainstorming
  - Introduction to the problem and presentation of the specific question
  - Explanation of the brainstorming method ("4 rules")
  - Generation of ideas
  - Summary of results

- Evaluation of results

### Prerequisites/Aids

The basic prerequisite is the development of a concrete question, i.e. the question must not be asked too globally, but again must not ask for a partial aspect that is too small. Since a structured brainstorming usually takes place within the framework of a workshop, an experienced moderator should take the lead. For presentation and visualization tools such as metaplan walls, flipcharts and a presentation case are necessary to enable the mutual stimulation of new ideas. Depending on the degree of formality, a clerk or card recorder is helpful to speed up the process.

### Effort

The time required for the actual brainstorming should be in the range of 20 to 70 minutes. In addition, preliminary work (development of the question, selection of participants, organization) and the evaluation of the results are carried out. The total duration of this method should not exceed 1-2 days.

### Advantages

- Quick and easy to carry out
- Known and accepted method
- Generation of many risks in a relatively short time
- Exploitation of synergy effects through direct exchange of participants
- Direct determination of risk dependencies possible

### Disadvantages

- Dominating participants can suppress the opinions of "weaker" participants
- Many unusable hints

### Related Literature

Backerra, H./ Malorny, C./ Schwarz, W. (2007): Kreativitätstechniken, Hanser Fachbuch

Boos, E. (2010): Das große Buch der Kreativitätstechniken – Fantasie fördern, Ideen strukturieren, Geistesblitze umsetzen, Lösungen finden; kreative Intelligenz trainieren, Compact Verlag

Hogganvik, I. and Stølen, K., 2006, October. A graphical approach to risk identification, motivated by empirical investigations. In International Conference on Model Driven Engineering Languages and Systems (pp. 574-588). Springer, Berlin, Heidelberg.