



# Brainwalking

»Getting Lots Of Ideas!«

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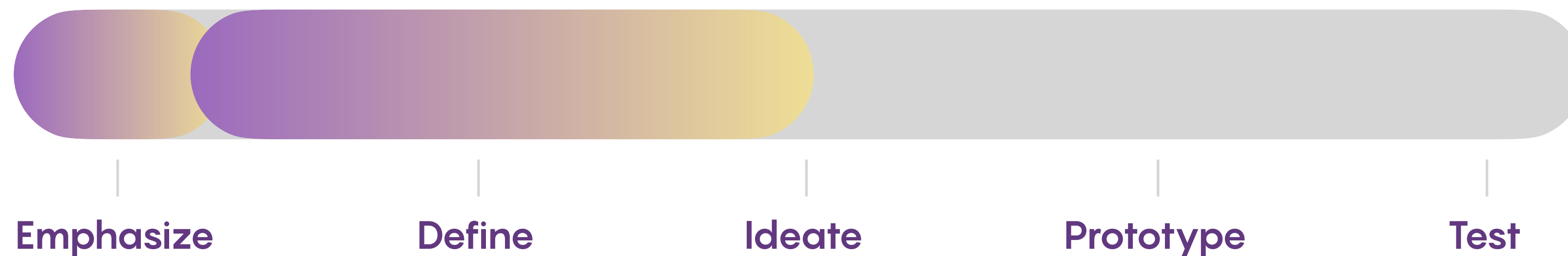
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# Introduction

“Brainwalking is a classic brainstorm variant, which gets the brain on its toes through its movement component and helps activate all participants and potentially enables lots of ideas.” (From <https://www.ask-flip.com/method/24> [http://www.creapedia.com/w/index.php5/Brainwalking\\_klassisch](http://www.creapedia.com/w/index.php5/Brainwalking_klassisch))

- Good for encouraging participants and get every idea be heard

## Design Phases



# Instructions



- Have the participants using “How might we?” phrase.
- Presenting the rules. (principles).
- Provide a flip chart sheet to a group.
- Each participant contributes one idea.
- Other participants either give their own or add to the ideas already written.
- 1 minute per person would be allowed.
- Keep it circulating until there are minimum 4-6 ideas per flip-chart (sticky note).

# Instructions

## Past Processing



- Each participant intuitively selects 3 of the ideas that they consider to be the most promising.
- If he/she has selected three suggestions, they must now sort out two of the suggestions so that only one favorite remains.
- Once all favorites have been selected, the group decides on a further selection. (only in case of group workshop)
- Then, ask the owner of the original idea to present it to the rest of the group (participant)

# Instructions

## Tips and Limitations



- This can be done either in groups or with individuals.
- In both cases there will be a moderator who will introduce the workshop and collect the feedback.
- Use approx 1 minute per flip chart.
- Remember: In this part of the brainwalk there is no talking.

# Links

Brainwalking: Through movement to a brilliant idea [<https://www.gruenderlexikon.de/checkliste/suchen/geschaeftsidee-suchen/kreativitaetstechniken/brainwalking/>]

The Method of Brainwalking by Innovation [<https://innovationenglish.sites.ku.dk/metode/brainwalking/>]

Brainwalking: In Search of Better Brainstorms [<https://trainingmag.com/content/brainwalking-search-better-brainstorms>]



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