



Brainstorm in a Box

Welcome to the Brainstorm in a Box for our Connecting Communities Challenge!

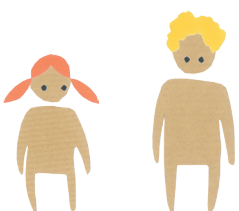
We're tackling the issues of Connecting Communities and it's great that you're joining the journey.

In the Concepting phase we're seeking your fresh ideas that address the challenge question. These could be big ideas, little ideas, wild ideas ... all are welcome.

Running a live brainstorm with your friends and colleagues is a fun way to get some ideas down quickly and easily.

This Brainstorm in a Box is a handy tool for hosting your own OpenIDEO brainstorm – we call them OpenSTORMS.

Once you've run your brainstorm, be sure to upload your ideas online at: <http://bit.ly/connect-ideas>



How might we inspire and enable communities to take more initiative in making their local environments better?

open IDEO



Here's how...



1. Gather your participants and materials

Send out an email, organise brunch, meet after class – anything to get your brainstorm group together. 3-7 is a good group size. Alternatively, you could also use this toolkit to generate ideas on your own while commuting to work, waiting for a friend or instead of watching TV.

Materials to have ready include blank paper, printouts of the Concept Capture Sheets we've provided below, post-its, pens and sharpies. Sweets or snacks are also good for a pick-me-up during brainstorm sessions to keep folks motivated!

2. Pick a brainstorm topic

We prefer to pick a topic in the form of a “How might we...” question. Like, “How might we use storytelling to raise awareness and encourage prevention of various health issues?”

3. Warm up

To get your group energy flowing, try a quick warm-up exercise that's related to the topic you're exploring (check out the next page for tips)

4. Ready, set, brainstorm!

Brainstorm for 15-30 minutes on each topic. Go for quantity, defer judgement... read the Rules of Brainstorm before you start: http://bit.ly/oi_brainstorm

5. Upload your favourite concepts

Potentially the most challenging and important part of your mission – uploading the ideas to OpenIDEO afterward! From the Concept Capture Sheets below, you can photograph or scan your ideas and upload them to our Concepting phase: <http://bit.ly/connect-ideas> Add some text to flesh out your idea and spark conversation from others.

Check out more tips on how to OpenSTORM: <http://bit.ly/openstorm>



Brainstorming topics

How might we encourage the sharing of skills and knowledge between community members?

Can we think about ways to create new platforms (online & offline) which facilitate exchange of community members' time, skills, goods or space?

Warm-up: List 20 exchangeable elements from within your community

How might we create spaces in our neighbourhoods which encourage people to meet and exchange with each other?

The context of our interactions can help or hinder the conversations which lead to meaningful change. Let's envision spaces + nudges which might nurture positive connections amongst community members.

Warm-up: List 15 places where folks go but don't necessarily connect

How might we inspire and empower people to change their own neighbourhoods for the better?

Neighbourhood change comes from the inside out – and community members need to feel connected and inspired before they can start to take steps to make their home a better place.

Warm-up: List 10 ways people can be collectively incentivised or motivated

How might we use storytelling to raise awareness, celebrate success and encourage neighbours to connect?

Stories can create a sense of belonging, inspire action and connection plus nurture local pride. Let's think about innovative ways to inform, motivate, champion and amplify through storytelling.

Warm-up: List 20 initiatives (online and offline) which connect people through telling their stories



Concept Capture Sheet

Name _____

Sketch your concept!



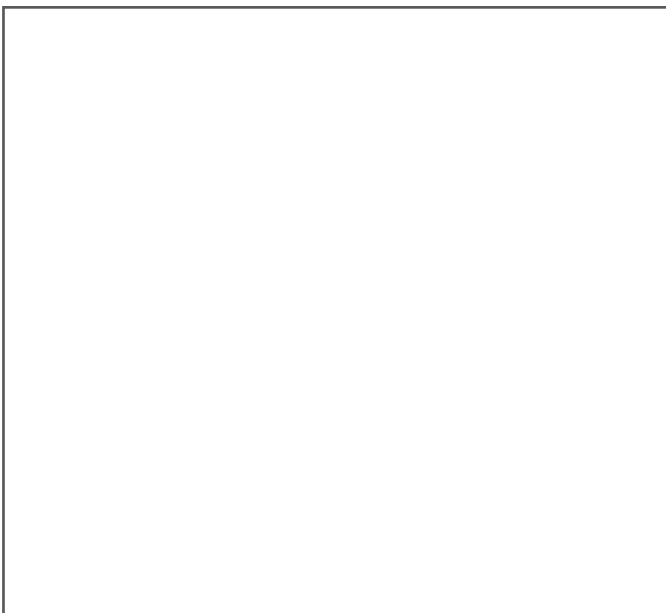
Quick summary



Concept Capture Sheet

Name _____

Sketch your concept!



Quick summary



Concept Capture Sheet

Name _____

Sketch your concept!

Quick summary



Concept Capture Sheet

Name _____

Sketch your concept!

Quick summary



Concept Capture Sheet

Name _____

Sketch your concept!



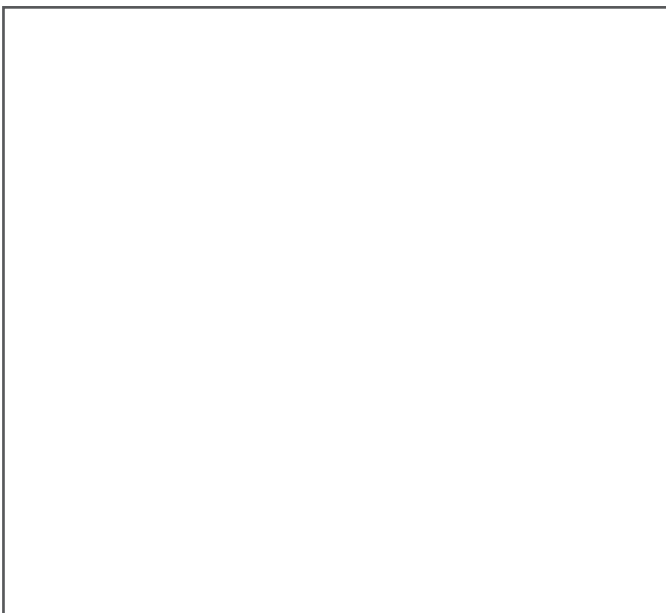
Quick summary



Concept Capture Sheet

Name _____

Sketch your concept!



Quick summary
