

Brainstorming tools

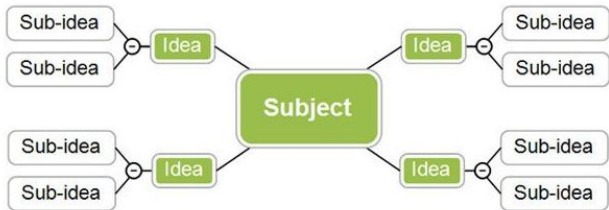
Probably the most commonly known brainstorming tool is Mind Mapping however I'm listing here some other ideas and techniques which are helpful to brainstorm ideas, structure information, etc.

MIND MAPPING

A mind map is a graphical way to represent ideas and concepts. It is a visual thinking tool that helps structuring information, helping you to better analyse, comprehend, synthesize, recall and generate new ideas. Just as in every great idea, its power lies in its simplicity.

A mind map is an easy way to brainstorm thoughts organically without worrying about order and structure. It allows you to visually structure your ideas to help with analysis and recall.

A mind map is a diagram for representing tasks, words, concepts, or items linked to and arranged around a central concept or subject using a non-linear graphical layout that allows the user to build an intuitive framework around a central concept. A mind map can turn a long list of monotonous information into a colourful, memorable and highly organized diagram that works in line with your brain's natural way of doing things.



There are various mind mapping software available or online tool, some of them are free others charge a fee. Here is are a few free online versions.

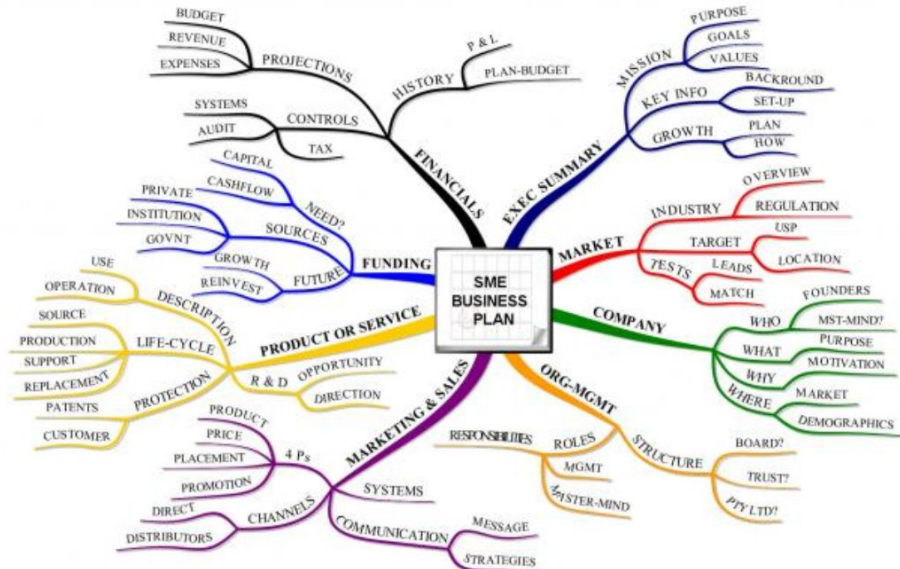
<https://www.mindmup.com/>

<http://mindmapfree.com/>

<https://app.mindmapmaker.org/#m:new>

I don't know how good they are and how their functionality is, best to try them out. Otherwise drawing your own on a piece of paper is always an option 😊

Example for a business plan mind map



S.C.A.M.P.E.R.



S.C.A.M.P.E.R. is essentially a process for expanding and improving upon ideas by testing and questioning them from different angles. For each letter of the mnemonic, ask yourself a related question about your project or the problem at hand:

Substitute, e.g.: What would happen to the project if we swapped X for Y?

Combine, e.g.: What would happen to the project if we combined X and Y?

Adapt, e.g.: What changes would need to be made to adapt this project to a different context?

Modify, e.g.: What could we modify to create more value on this project?

Put to another use, e.g.: What other uses or applications might this project have?

Eliminate, e.g.: What could we remove from the project to simplify it?

Reverse, e.g.: How could we reorganize this project to make it more effective?

This method forces you to approach your project or problem in unexpected ways. Each question asks you to dig a little deeper into the issue and consider new possibilities.

ZERO DRAFT

The Zero Draft is an ideation technique for individuals often used by writers and is essentially a form of focused free-writing. For marketers and agency professionals, it can help focus the first stages of a new project by establishing what you currently know and getting your initial ideas out of your brain and onto paper.

Taking your central theme or topic:

1. Write down everything you currently know about the subject.
2. Write down what you need or want to know about the subject, but don't currently know.
3. Reflect on why the subject is important.

Add anything else that takes your fancy -- this is a chance to get whatever's floating around in your head out into the world.

The Zero Draft method is all about getting everything you can think of relating to your topic down on paper, so don't be concerned if it looks messy and unfocused. The goal is just to get past the initial block that often plagues creative professionals in the early stages of a new project.

GAP FILLING

Identify your current spot – which is Point A – and your end goal – which is Point B. What is the gap that exists between A and B? What are all the things you need to fill up this gap? List them down and find out what it takes to get them.

WHYS ANALYSIS

If you've ever been interrogated by a toddler, you know what the 5 Whys might sound like. You give an answer to a question, only for it to be followed by an increasingly urgent series of "Why? Why? Why? Why? Why?"

Truth be told, that toddler is onto something. Created by Taiichi Ohno, the 5 Whys analysis was made popular at Toyota as a standard process for root cause analysis—getting to the heart of a problem.

Less structured than other more traditional problem-solving methods, the 5 Whys is simply what it sounds like: asking why over and over to get to the root of an obstacle or setback. This technique encourages an open dialogue that can trigger new ideas about a problem, whether done individually or with a group. Each why piggybacks off the answer to the previous why.

Both flowcharts and fishbone diagrams can help you track your answers to the 5 Whys.

