

MLW Workbook BrainingStorming\_Shaping

Creative Thinking	Lots of ideas, thoughts. Can use various techniques such as Brainstorming, Brain writing, and morphological thinking.
Brainstorming	<p><b>Brainstorming</b> ... A systematic effort and disciplined practice to produce ideas in a group. Create an un-inhibiting environment that would encourage imaginative ideas and thoughts. The usual method is to have a small group discuss a problem. Ideas are offered by participants one at a time. One member records ideas and suggestions on a chart or white board. All withhold judgment. After the brainstorming session, the various ideas and suggestions are reviewed and evaluated and the group agrees on a final resolution.</p> <p><b>Rule 1: Postpone and withhold your judgment of ideas</b> <b>Rule 2: Encourage wild and exaggerated ideas</b> <b>Rule 3: Quantity counts at this stage, not quality</b> <b>Rule 4: Build on the ideas put forward by others</b> <b>Rule 5: Every person and every idea has equal worth</b></p>
Shaping	Shaping is a method of sorting the Brainstorming ideas into three buckets. The three buckets are Mundane, Stretch, and Magical ideas. We look at each idea and put it in a bucket. We then see if we can modify the Mundane and Magical ideas into Stretch ideas.

Examples

### Shaping Ideas

Why generate crazy ideas?

So you can shape them into innovative ideas!

Leaves falling on the lawn...

Use a leaf blower



Trees that pick up

magic

|

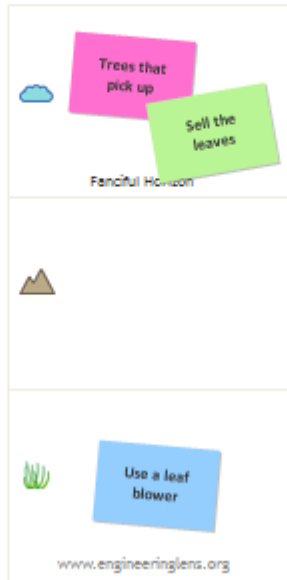
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1 Share and plot your ideas



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<p>Let's try it</p>	<ul style="list-style-type: none"> <li>• Map (i.e. mundane, magical) and shape your ideas from brain-writing.</li> <li>• Remember that you can shape ideas to meet constraints and values</li> <li>• Choose 2-3 “favorites”, taking values and constraints into account. Create stretch's ideas</li> <li>• Be bold!</li> <li>• Be prepared to share!</li> </ul>