

a - small - lab creative collaboration/consulting/research

four Japanese Brainstorming techniques



"...use complex associations among ideas as a way of triggering new ideas...."

Present a theme.

Ask participants to write down as many ideas as possible onto small cards (limit length to 20-30 Japanese characters or similar).

Organise cards into categories of 50-100 cards.

Sort categories into subcategories of 20-30 cards.

Refine sub-categories into groups of 10 cards or less.

Hang up a large sheet of paper or use a white board.

Relax

Write down all ideas that come to mind (these may be related or unrelated, or different perspectives on the theme).

Record all ideas in such a way as to make their meaning and relationships understandable.

This should generate a conceptual, visual map.

Read aloud the groups of ideas on the conceptual picture and write down new ideas that are triggered by the picture or discussion.

MBS

(Mitsubishi Brainstorming Method) (Sadami Aoki) "...take advantage of the Japanese preference for structure and order...."

"..in this structured, ordered way, this method attempts to elicit ideas from all.."

Warm Up: Participants write their ideas down for 15 minutes.

Participants read their ideas aloud (in order to prevent more vocal or aggressive people from dominating).

While this is happening, people continue to write down ideas (this also helps those that didn't come up with many ideas to save face).

For the next hour or so, participants are asked to explain the background and content of their ideas in greater detail.

This is written onto "idea maps" by the group leader.

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"...like an egg beater, churning ideas again and again until a new mixture is generated....."

Each participant writes down five ideas on five separate cards. Gather into groups of five While each person Collect, sort and line up (this is the traditionally explains their ideas, the cards. Group them into recognized optimum others write down any related themes. number for group work in ideas that come to mind Japan). Groups organize ideas into All ideas are written on the New groups of two or themes and announce whiteboard. three people are formed them to the whole group. themes are brainstormed for half an hour while participants continue to write down their ideas. #1111/01111/01111/01111/01111/01111/01111/01111/01111/0111/0111/0111/0111/0111/01 Participants form groups of ten people and all ideas on the whiteboard are brainstormed one at a time.

Lotus Blossom

(Matsumura Yasuo)

"...simple, open-ended structure that allows for systematically linking new ideas."

Present a central theme.

Write eight related ideas or applications of the idea around the central theme.

These eight ideas then become central themes in themselves.

Repeat n-times as desired.

When ideas become too specialized or technical, brainstorm with groups of experts.

▶ Product planning groups▶ take diagrams to specialist divisions for development



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Creativity in Japan update: ideas 125-128 up

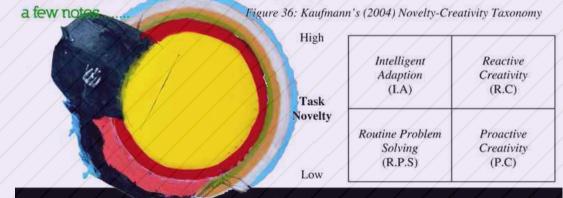






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Two Views of the Creative Product





The works of GOD