

TOOL DESCRIPTION

Brainwalking



Brainwalking is a collaborative brainstorming technique that encourages participants to move around in a physical space while generating ideas.

For the brainwalking exercise, posters with the questions are hung up around the room. Participants write down ideas on post-it notes or directly on the posters and then move around the room, sharing and discussing their ideas with others.





This method promotes active participation, cross-pollination of ideas and a dynamic exchange of perspectives, ultimately leading to innovative solutions.

The advantage of the brainwalking is the fact that multiple questions can be used at the same time and that it can be applied for all kind of topics.

We always suggest to start an ideation session by using a simple method like a brainwalking, as it enables you to collect already-existing ideas and bring people in contact with many different questions. The power of the method lies in the movement: It energizes people and makes them more open to creatively exchanging ideas with others. After a brainwalking exercise, more complex and creative methods can be used to foster more out-of-the-box ideas.

Duration 30–60 min	Participants 4–40 people if the group is larger, we suggest splitting participants into two groups and prepare two separate brainwalks	Facilitation well-prepared questions printed out, post-it notes to write on or flipchart/pinboard paper
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Brainwalking | Process

Preparation 	Fine tune the design 	Facilitate the 1 st brainwalking round  7–10 min per round	Facilitate the rotation 
<ul style="list-style-type: none">• Prepare concrete brainstorming questions for the idea-generating session.• Ideally 4-8 questions can be handled well in one session.• Make sure the questions are easy to understand but, in best cases, also highly focused in order to solve a specific point of contradiction.• Prepare 1 piece of flipchart or pinboard paper for each question to hang up around the workshop room.	<ul style="list-style-type: none">• Based on the number of questions and participants, decide how to assign participants to brainwalking groups (ideally pairs /trios and, with large groups, maximum groups of 4).• Decide how much time participants get for each question. We suggest: 7 to 10 min depending on the level of complexity of the topics.	<ul style="list-style-type: none">• Introduce the brainwalking method to the participants.• Ask them to form pairs/trios or groups of 4.• Guide each group to their starting question. <p>Give the following information:</p> <ul style="list-style-type: none">• Please brainstorm in the group to gather ideas for answering the question you see on the poster.• Write down all the ideas you discuss.• If you think you are finished, continue brainstorming to generate at least one more out-of-the-box idea.• The signal to move on to the next station comes from me/the facilitator.	<p>After the first round is over, signal the participants to move on, e.g. clockwise or to the next number if you numbered your questions/stations.</p> <p>Give the following hint:</p> <ul style="list-style-type: none">• From now on, you will not find an empty piece of paper but already generated ideas from the previous group(s).• Use these ideas as inspiration, develop them further if you like or add new ideas not mentioned yet. <p>OUR TIP: Participants tend to get quicker after completing some rounds. Therefore, we first hold 10 min rounds, then reduce these to 9 or 8 min after station 2 or 3.</p>