Concept Storming

Integrated Consulting Group

Concept storming is a method used to rapidly create innovative solutions in groups.

This method combines the traditional phases for creating a huge number of ideas and the phases for developing the ideas further into more concrete concepts. This high volume of ideas makes it more probable that good and novel ideas and views will be produced.

The method is suitable for next level brainstorming sessions and quick sessions of developing products, services, production, logistics, sales and marketing.

It is efficient, fast and combines creativity and involves problem-solving processes.

Duration	Participants	Facilitation
45–90 min	3–8 people	flipcharts, post-it notes, pens, templates

Concept Storming │ **Process**

Introduction 🔊 5–10 min	Idea generation 💡 15–30 min	Personal insights 👁 5–10 min	Concept development ⚙ 10–15 min	Presentation/Voting 🔊 10–20 min	Actions 5–15 min
The problem owner briefly introduces the task. The actual challenge is presented in the form of a clear and compact question: How …? It is also good practice to explain briefly why solving the problem is important and what the underlying problem or challenge is or what the expected benefits are. The participants can also briefly ask questions.	Participants then create as many ideas as possible in response to the brainstorming challenge. Everyone shares their ideas, and one person documents these ideas (or people document their own ideas on post-it notes). Basic principles: ● No criticism, no use of "no" and "but". ● Lots of ideas as raw material. ● Funny and unusual ideas as seeds for new ideas.	Each of the participants reads through the group's ideas and creates an individual list with the best ones: ● Which have the most novelty value? ● Which do you believe in the most? The process can also be steered by providing more detailed selection criteria that were developed in advance.	Everyone develops 1–2 concepts based on the ideas containing the following aspects: ● "Idea name". ● Core of this idea. ● Elements that are part of the idea (list and/or drawing). ● Novel aspects of this idea? ● Advantages for us, customers, users or society.	Members of the group present the concepts to each other (2 min each). The best concepts are voted on by assigning pluses/sticky dots to concepts - everyone chooses their two favorite concepts.	Further actions are defined by the problem owner: ● Timetable. ● Responsibility for further development.