MODULE OVERVIEW

Team creativity: Three methods that beat brainstorming

Adaptive module | ~20 min

When well run, team creativity produces the 1 + 1 = 3 effect of collective intelligence. This module brings together three research-backed methods, including brainwriting, which generates 20% more ideas and 42% more original ideas than a classic round-table discussion. It also details the five conditions for a successful creativity session and the tools that make it work remotely, in hybrid settings, and with AI.

LEARNING OBJECTIVES

01 Spot the four limits of classic brainstorming, from self-censorship to the anchoring effect that makes ideas alike.

02 Generate more ideas with three methods: 6-3-5 brainwriting, reverse brainstorming, and 1-2-4-All.

03 Meet the five conditions of creativity sessions, from the right question to a facilitator enforcing rules.

04 Run a remote session with the right tools, and use generative AI as an accelerator and a creative partner.

WHO IT'S FOR

Facilitators and participants in creativity sessions, in person or remotely, who want to generate better ideas together.

- **Prerequisite:** none

HOW THE MODULE WORKS

Self-paced, with practice tailored to each learner.

1 **Self-assessment**: on 9 dimensions, to gauge current habits and guide the practice.

2 **Expert video**: 10 minutes, with 3 pauses for reflection.

3 **Practice scenarios**: the first 2 chosen from the self-assessment, then 16 optional ones. Every answer gets feedback: what it leads to, and one way to improve.

4 **Dated commitment**: one action to try, written by the learner or picked from the suggestions.

5 **Memo to download**: key takeaways, questions, commitment, personal notes and checklists.

ASSESSMENT AND COMPLETION

Pass mark: 80%

The score takes into account your answers to the practice scenarios, your commitment and, where relevant, any additional learning activities. Passing requires a commitment and a score of at least 80%.

METHODS & MODELS

- Brainstorming – Alex Osborn (BBDO), popularized by "Applied Imagination" (1953)
- Brainwriting, including the 6-3-5 format – inspired by Bernd Rohrbach (1968)
- Design Sprint – Jake Knapp, Google Ventures (2016)
- Checklist of the 5 conditions for a creativity session, with standard session rules – Afthonios principle

SOURCES & REFERENCES

- Brucks & Levav – Nature: videoconferencing reduces the generation of creative ideas
- Leigh Thompson (Kellogg) – "Creative Conspiracy": brainwriting generates 20% more ideas and 42% more original ideas than spoken brainstorming
- Paulus et al. – Human Factors: asynchronous brainwriting generates 71% more ideas per person per minute
- Michael Diehl & Wolfgang Stroebe, "Productivity Loss in Brainstorming Groups: Toward the Solution of a Riddle", Journal of Personality and Social Psychology (1987): three mechanisms hold back spoken brainstorming (production blocking, fear of judgment, and reduced effort), with blocking accounting for most of the loss

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